

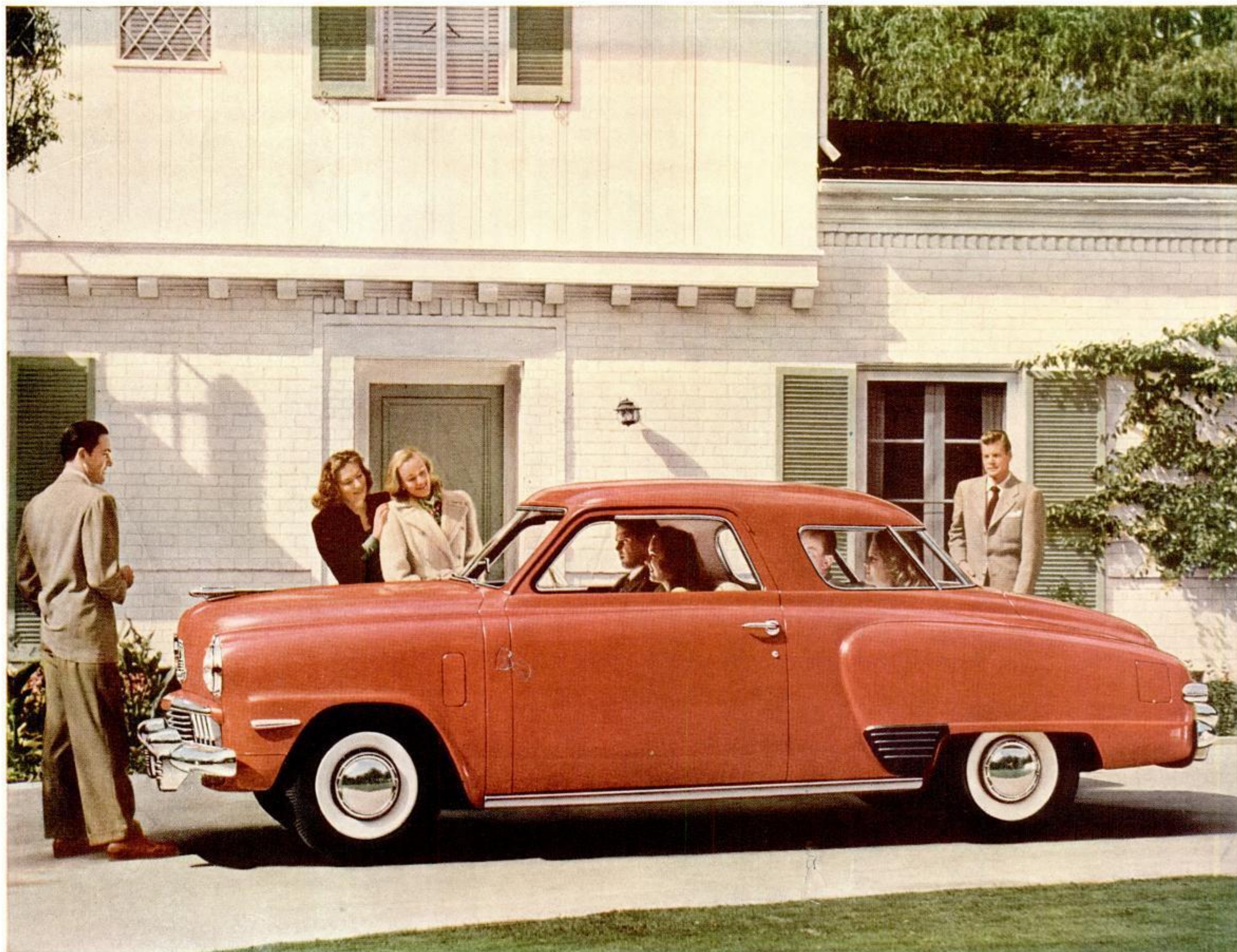
LIFE



THIS PLEASANT LAND
12 PAGES OF COLOR

JULY 7, 1947

15 CENTS
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Actual color photograph of 1947 Studebaker Champion Regal De Luxe 5-passenger coupe

Thrilling to look at... more thrilling to drive... brilliant-performing new postwar Studebaker



Studebaker craftsmanship steps up your car's trade-in value! Fathers and sons, like Peter and Floyd Dreibelis pictured, are a common sight in the Studebaker plants. The trustworthy work they do costs you nothing extra but it adds years and miles to your Studebaker's life—definitely steps up its trade-in value. All the postwar Studebakers have "black light" dash-dial illumination and self-adjusting brakes.

WHAT a welcome change this is in car styling! It's the new postwar Studebaker coupe for five.

You see the same low-swung smart lines in all 1947 Studebakers. Their looks, though, just set the stage for a more wonderful thrill.

That thrill comes the great day that you drive a postwar Studebaker the first time.

You find it a dream car to handle. Before you go a block, you know you have scarcely a thing to do but steer.

Your nerves relax. There's no effort even to see, thanks to the size of the Studebaker windshield and windows.

You ride in arm chair ease. The car weight is spread so evenly, there's no pitch when you speed up—no sway on curves. Front and rear seats are cradled out of range of road jolts.

This is real postwar motoring. Be sure that your new-car money buys it for you.

See the new Studebaker Champion, Commander and special long-wheelbase Land Cruiser at a nearby showroom now.

STUDEBAKER

*First by far with a
postwar car*

© 1947, The Studebaker Corporation, South Bend 27, Indiana, U. S. A.

The Sensational New PHILCO FREEZER

*is here for
your home!*

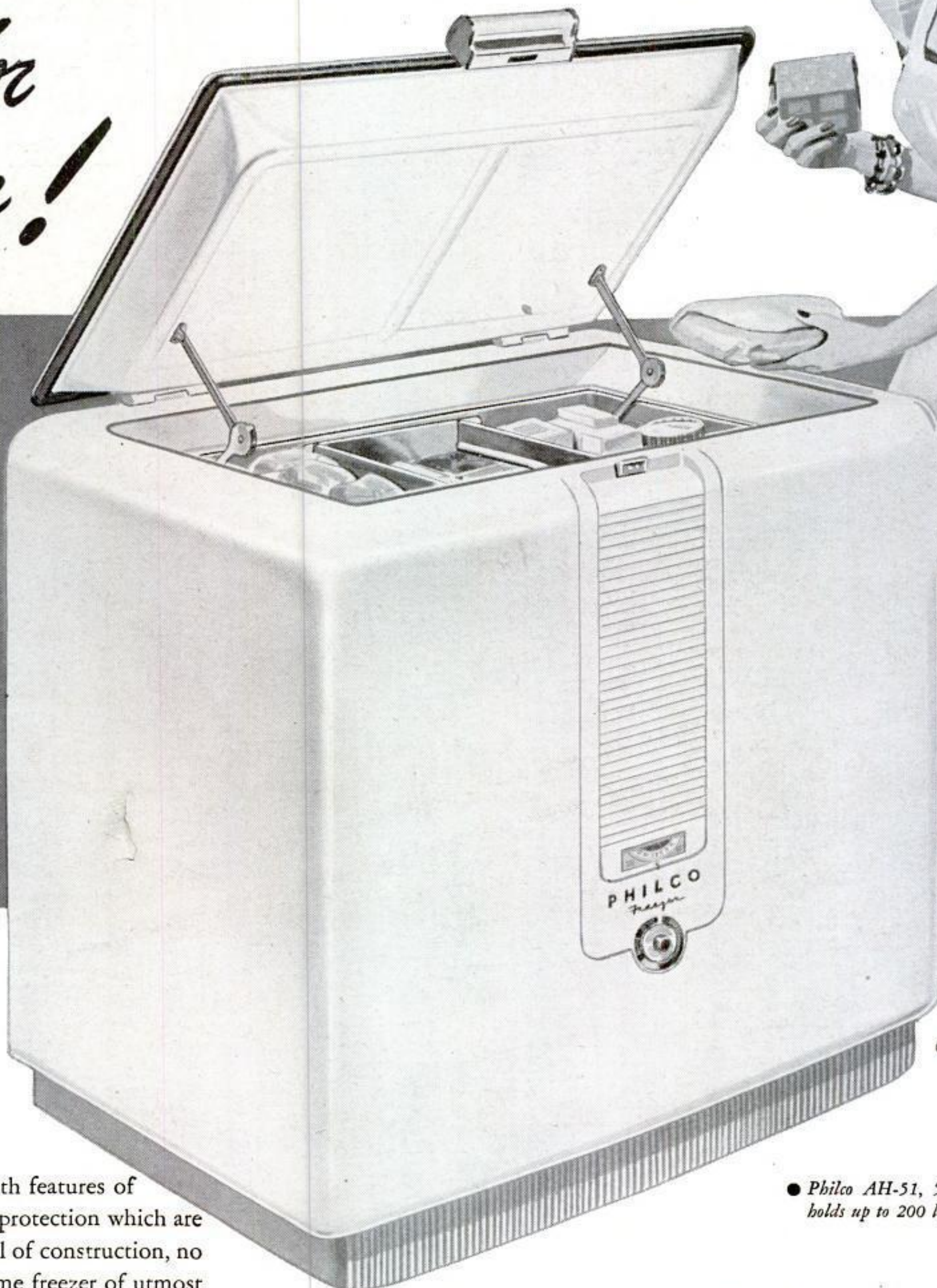
FOR

Food Freezing
and Storage
at 10° to 20°
Below Zero

THE great new Philco Freezer is here... ready for delivery now at your Philco dealer... bringing you sensational, exclusive features for food freezing and storage in your home at temperatures of 10 to 20 degrees below zero! It's a triumph of Philco research with features of service, efficiency, convenience and food protection which are yours only in a Philco. And in every detail of construction, no expense has been spared to make it a home freezer of utmost quality and dependability... a sensational value at its price!

A New Way of Life

Yes, the Philco Freezer brings a new day of better meals and greater leisure to your home. It saves many hours of tedious work in the kitchen, helps you prepare better, more delicious meals and save money on food. You buy your favorite foods in season at the best quality and price, freeze your own vegetables, fruits, baked and cooked dishes and store them away. You enjoy freedom from the daily chores of meal preparation, you're ready for unexpected guests, you have more leisure for recreation. Yes, a new way of life comes into your home with the Philco Freezer. See it today at your Philco dealer.



Robert W. Crowther

● Philco AH-51, 5 cu. feet capacity;
holds up to 200 lbs. of frozen foods.

Exclusive Features of Service and Value

The Philco Freezer is completely new and original in features, design and construction, born of exhaustive research and home testing. Many of its visible as well as hidden features of service and quality are yours only in a Philco.



COUNTERBALANCED LID STAY

Holds lid open in any position above 30° angle; prevents falling when open. Closes and latches smoothly, securely.

GUARDIAN BELL

Warns of current failure. Rings automatically at 12° above zero for 48 hours or until shut off.



LOCKING LID LATCH

Unlatches and lifts the lid with one easy motion. Built-in lock prevents unauthorized use.

3 storage compartments, 1 also for sharp freezing; Outside Thermometer; Locking Temperature Control; Hermetically Sealed Power System, powerful, dependable, economical; handsome "table-top" Dulux cabinet.

PHILCO

Famous for Quality the World Over



MELTING SCRAP LEAD from discarded telephone cable. It is smelted and refined at a Western Electric plant. The lead ingots will return to service as new cable sheathing.

He's cooking up telephone service



The salvaging of worn-out equipment has always been important in the telephone business. It's more important than ever right now.

For it isn't just so many pounds or tons of lead and copper and zinc and steel that come out of it. It's telephone service.

Every bit of recovered material helps to relieve shortages and enables us to build more of the

telephone equipment that is so urgently needed. That means better, quicker service for everyone. It also brings telephone service nearer to those who may have been waiting for a long time.

So salvaging is more than salvaging these days.

It's the voice of a friend. A hurry-call to the doctor. A visit with someone in a distant city. Somebody's link with everything and everybody, everywhere.

BELL TELEPHONE SYSTEM



These
are the
people

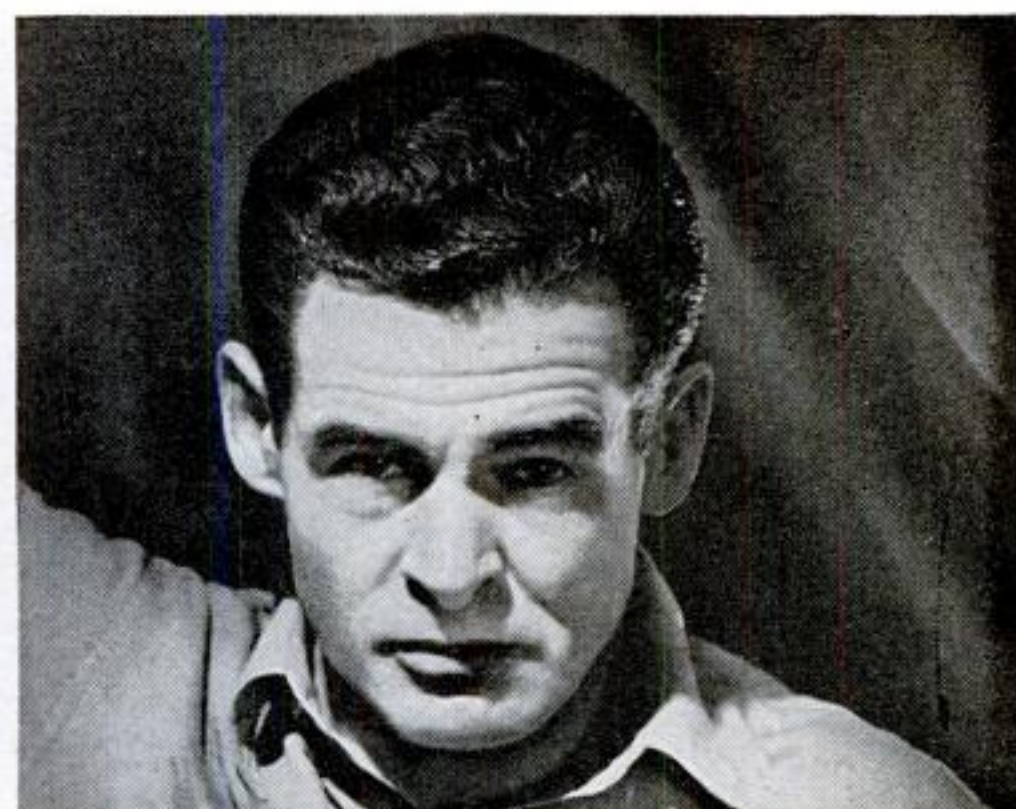
*who tell the screen's
most daring story!*



Relentless detective, confronted with the most baffling murder case of his career!



Cynical and secretive sergeant... did he know more than he dared reveal?



Tough and full of hate... but did he have a *special* reason to kill?



Lonely, down in the dumps... was he a brutal killer without a memory?



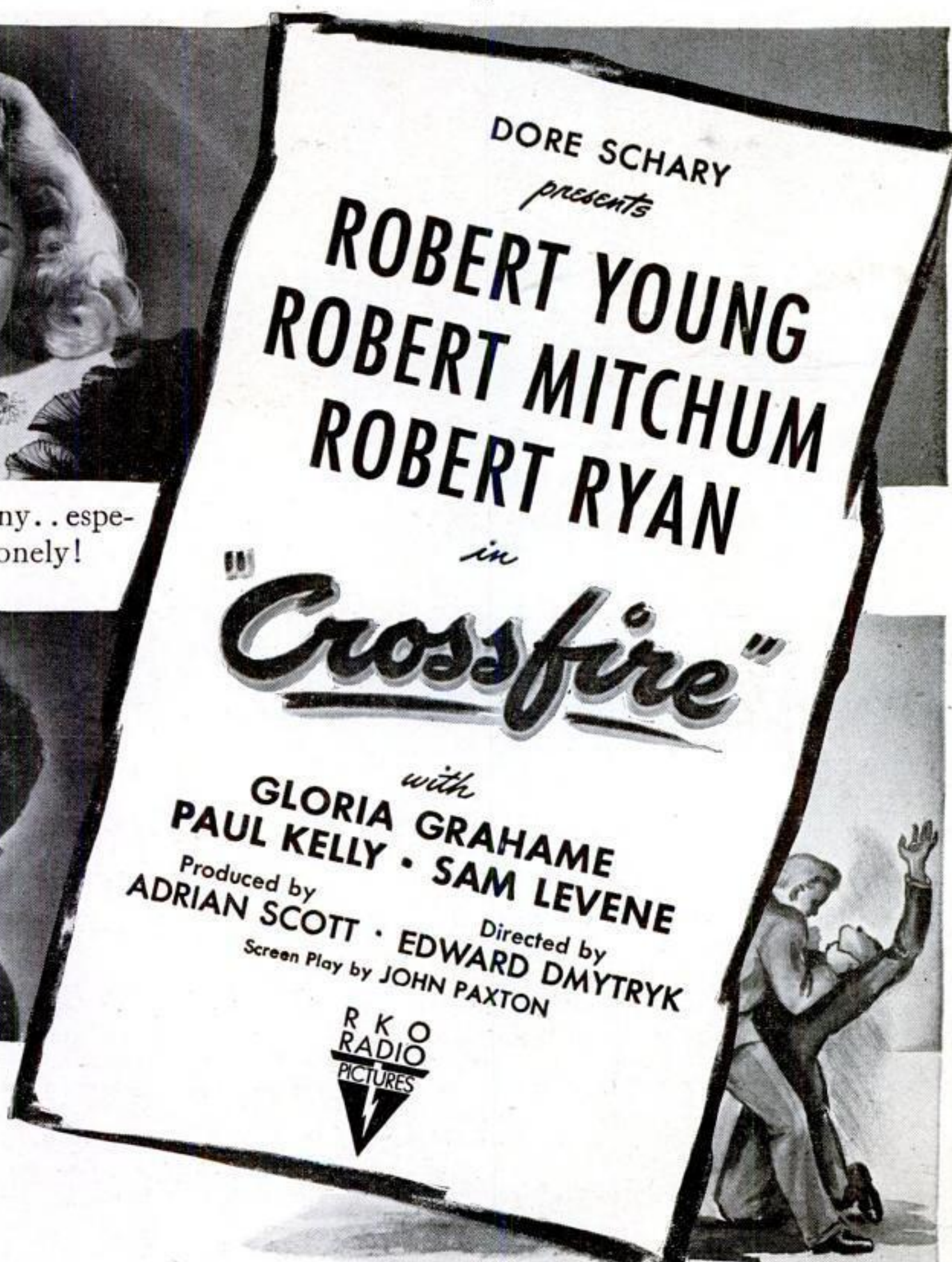
Many men sought Ginny... especially when they were lonely!



To save her husband, she braved a truth that might cost her marriage!



Just a stranger... why did anyone want to kill him?



World Premiere RIVOLI THEATRE BROADWAY, NEW YORK

Cut car washing time with New "ETHYL"* Cleaner



**Quick, smooth
and safe
for any finish!**

**Does the whole
car—even the
upholstery!**

**Suds in any
water... hot—
cold—hard—soft!**

**No streaks
—no soapy film!**

**Economical, too.
Concentrated to save
you money!**



Cuts grease—removes road film like magic!

HERE'S HOW: Pour 3 tablespoons of new liquid "ETHYL" Cleaner into your pail. Add cool water (2 gallons). Wipe on! Rinse off! Smile! See your car gleam.

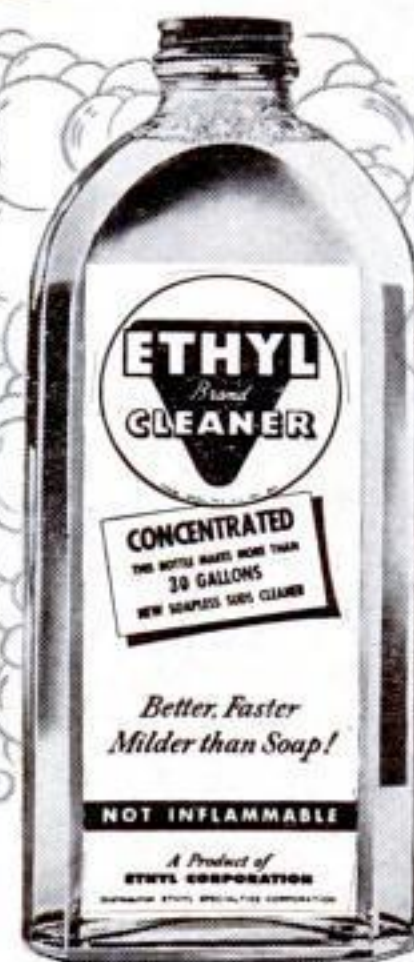
Use "ETHYL" Cleaner on your new car. It will look like new for years! Use it on your old car—how it shines! Safe for every surface. Cleans upholstery, chrome, glass, metal. Cuts grease and road film. Easily removes bugs and grime.

"ETHYL" Cleaner contains no caustics or abrasives and is guaranteed by Ethyl Corporation. **Memo:** If you don't wash your own car, ask your service station to do the job with "ETHYL" Cleaner!



*REG. U. S. PAT. OFF.

GET THE CLEANER YOU BUY AT YOUR GAS STATION (AND AT LEADING STORES)



For women only: EASIER HOUSEWORK, TOO, WITH "ETHYL" CLEANER

Discover "ETHYL" Cleaner's magic with dishes, glassware, pots and pans—enamel surfaces, refrigerators, stoves—woolens, rayons, nylons—rugs and upholstery—windows and mirrors—any place you need a better detergent. Quick suds in any water and kind to hands, too.



Garden Hose



Garment Bags, Closet Accessories



Upholstery



Belts, Suspenders, Watch Straps

Koroseal products aren't imitations of anything but many products imitate Koroseal

THERE'S no such thing as "just as good as" *Koroseal* flexible synthetic although some people may think ordinary old-style coatings or inferior new materials are "the same thing". They aren't. *Koroseal* synthetic, developed and made by B. F. Goodrich, is the material that gives you all these advantages: it is permanently water-proof, can be cleaned just by a damp cloth, it doesn't stick nor crack nor grow paper-like with age; it easily resists acids, grease, sun and

air; it is virtually scuff-proof; and it is used only in articles designed and made by leading, reputable manufacturers.

Koroseal upholstery is easy to wash and so keep looking new. Garment bags of *Koroseal* film keep clothing clean, dry and free from moths. *Koroseal* garden hose weighs a third less, can be left out in the sun. Belts, suspenders, watch straps of *Koroseal* strapping do not crack nor rot, are cool, comfortable, keep their flexibility.

Anything as revolutionary as *Koroseal* flexible synthetic is bound to have imitators, and some may look like it—until you start to use them. Therefore, for your protection, every article entitled to be called *Koroseal* synthetic has a label with the characteristic script *Koroseal* trade mark.

The pictures on this page are only a few of the dozens of better and more convenient articles made with *Koroseal* synthetic, in clear or colored film or as a waterproof coating on fabric. See

them in your stores, but for *Koroseal* value insist on the *Koroseal* label. The B. F. Goodrich Company, Akron, O.

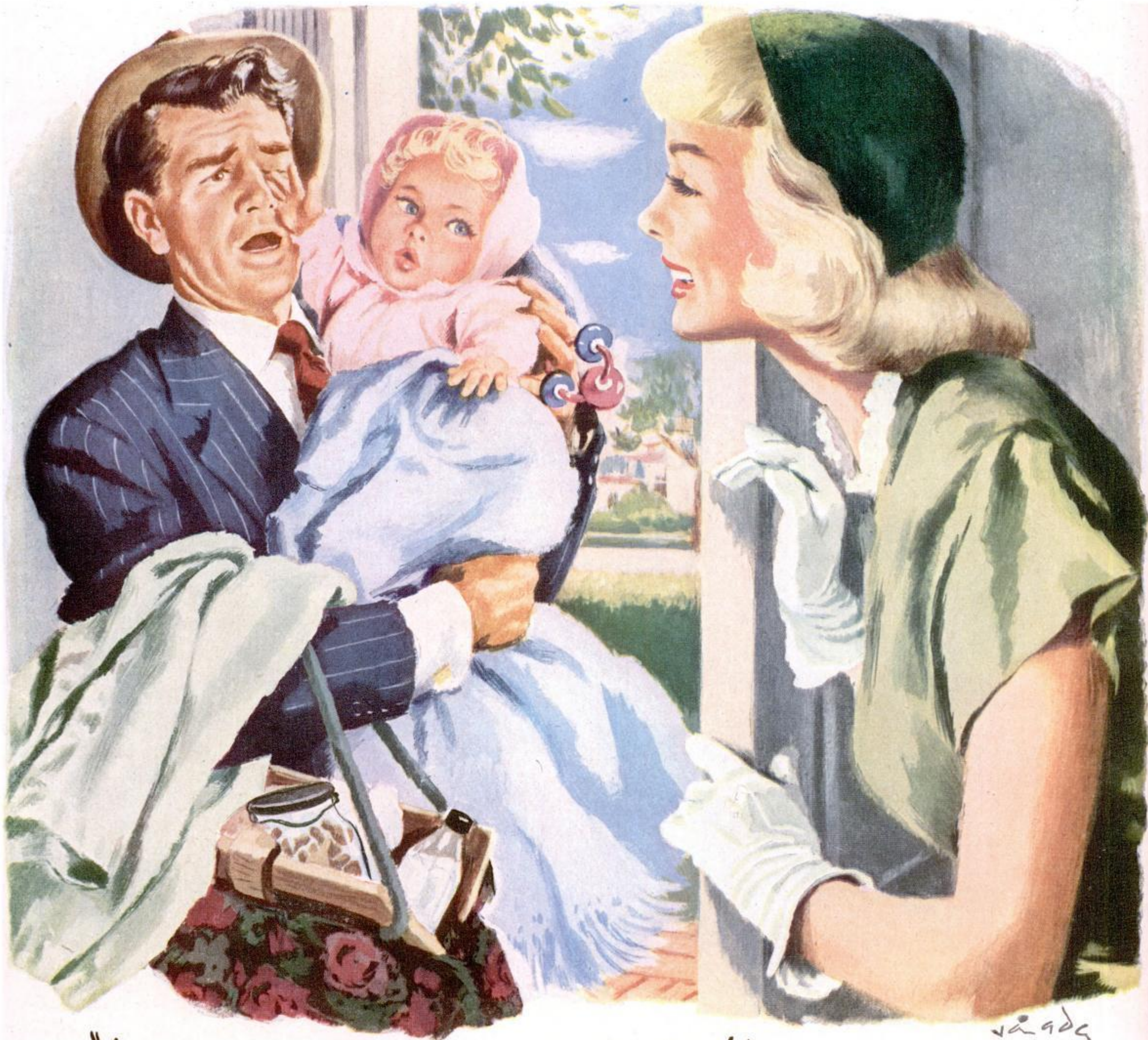
Koroseal
Trade Mark—Reg. U.S. Pat. Off.
B.F. Goodrich
flexible synthetic

This One



0UEG-CWS-4JDE

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"We could go to Europe with less!"

"How lucky, Bill darling, that we'll only be gone a few hours. Imagine what we'd have to take for a week-end!"

"I know now why my Dad got gray so young. Parents aren't people—they're pack-horses. Honestly, Jo-Anne, do you *really* have to use all this stuff for one little baby?"

Yes, Bill, all that stuff—and lots, lots more, as millions of young couples like the Bowmans are discovering. That's why they've learned the

reliability rule two generations of doctors and families in America have lived by—for drug store products, always depend on Rexall.

For such families, Rexall Laboratories have perfected today's completely modern and complete line of Rexall drugs, prescription drugs and supplies. They know that *when it comes to a baby, you've got to have the best.*

You must be able to count on every precaution of science and pharmaceutical skill. That is why so

many families buy only the safe, sure, pure drug products guaranteed by Rexall—found only in Rexall drug stores.

More than 10,000 such selected independent Rexall stores are in business for your good health. You can tell them by the familiar blue-and-orange R-E-X-A-L-L sign. Remember, what's *best* for the baby is *better* for the family, too.

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REXALL FOR RELIABILITY
Pharmaceuticals • Household Remedies • Toiletries



Special-this-Month at your Rexall Drug Store
REXALL MILK OF MAGNESIA

Pure, mild, effective antacid and laxative for the entire family, from baby to grandma. Easy-to-take flavor. It belongs in every medicine cabinet.

LETTERS TO THE EDITORS

AMERICAN WOMAN'S DILEMMA

Sirs:

When I first looked at the picture showing the many labors of Marjorie McWeeney (LIFE, June 16), I was inclined to be impressed. But on inspecting it more closely I wonder.

You have shown, as food to be prepared, many foods that require no preparation at all. What horrid labor is there in pouring milk out of a bottle? What does she do to the cottage cheese? Cook it? Corn Flakes, of course, have to be poured out of the box, but that's all. And I assume that even the McWeeneys can bite into their own apples.

I find that much of that apparently full schedule consists of things like eating breakfast, lunching with her husband, dressing for dinner, drinking cocktails and going to bed, things everyone does if he's fortunate enough. You might as well list that she brushes her teeth.

You point out that her husband would have to pay \$10,000 a year for the seven roles a housewife plays. Maybe, if each role were carried out on a full-time basis. But Mrs. McWeeney, even if she were a superwoman, could not possibly give more than an average of one seventh of her time to each of them.

A housewife has a pleasant life, but it has to be subsidized by the rest of society. Other women, working outside the home, in the hospitals where her children were born, in the canning plants where all those prepared baby foods were put up, in the war theaters where many women served in uniform while the Mrs. McWeeneys of the world were drawing their allotments, have made possible the housewives' withdrawal from the responsibilities that their grandmothers carried and that modern women ought to carry.

MARY WILLIS

San Antonio, Texas

Sirs:

I sometimes believe that the old hard-and-fast Victorian marriage had its points as well as its frustrations. True, women had no property rights to speak of and the husband was definitely Top Man, but there were compensations. Women were compensated by their social position as wives, which no longer exists, and by their children. Few are compensated by children, now. And in the household realm mama was boss.

Also, whether or not she adored papa and whether or not he wandered

from her side, he always came back and eventually settled into a slippered fireside companionship—of sorts, anyway. . . .

FAITH BALDWIN

New Canaan, Conn.

Sirs:

You certainly have hit the nail squarely on my head. It has been a trying but interesting and enjoyable time for me the past 11 years getting my two daughters to the age of comparative self-reliance and common sense. However now I begin to see the years yawning before me with terrible boredom unless I am able to solve the dilemma before it is upon me with full force. My town offers a usual assortment of social clubs but a little of that goes a long way. . . .

MONA STUCKY

Bartlesville, Okla.

Sirs:

. . . I haven't worried too much about my life in later years. I still have a list of thousands of things I want to learn or see or do when I have more time for myself, but I believe I should make an intensive study of psychology to see what makes LIFE and some men berate and belittle the American housewife the way they do.

MRS. C. A. NORTON

Orange, Texas

Sirs:

I'm a woman approaching the 40s with one resolve: to help some of the desperately tired, amusement-eager young mothers all around me. I have not forgotten the days when a baby sitter was a luxury not to be afforded; nor that endless cycle of washing diapers, preparing formulas, cooking three meals a day, cleaning, scrubbing, shopping, scrimping and nursing the little victims of all the childhood diseases. No bridge clubs for me now! If a young mother in this block wants to take a nap, see a movie occasionally, buy a new dress or just have a few blessed moments to herself, I'll mind her children gratis, wishing some of the older women had been neighborly enough to do the same for me. . . .

VIVIEN HAMMOND

Buffalo, N.Y.

Sirs:

. . . My time after 40 years of age will be filled with more children, if not my own, adopted ones. . . .

GRACIE BURNS

New Orleans, La.

Sirs:

In our town the P.T.A. groups have tripled in membership during the past 10 years because young women found in them satisfying and stimulating activities. Instead of weeping crocodile tears over the woes of the world and the high cost of living, P.T.A. members have gone to work, sent boxes overseas and established a community Trading Post where good used clothing, toys and household wares have been sold at seasonal intervals. They have shown goodwill toward the local teachers, first by urging that the salary schedule be equalized for grade and high-school teachers, and second by prodding the community into passing a special three-mill tax levy to raise teachers' salaries \$600 and \$700 a year. These women have a feeling of accomplishment instead of the blah, depressed reaction which comes from contin-

"PROTECTING THE AMERICAN HOME"



me. I must leave college wh

Young Seth Arnold, writing to his sister from Middlebury College in the Spring of 1812, lamented:

I am left in indigent circumstances. I am drained of money and a flood of expences before me. I must leave college where I am! Twelve weeks more to study. But if I do I cannot pay up to the present day. Must I be in debt? Unwelcome thought . . . Can I ask my father for a cent? — Already has he bestowed on me the earnings of a moistened brow, under the scorching of a summer's sun. — How then, can I ask him to borrow for me, a hundred and thirty one dollars, even if I pay it myself?

And he appended the following bill of indebtedness:

Clothes \$28.50, Tuition \$30, Board \$48, Washing \$2.86, Wood & candles \$2.50, The Expences of exhibition and other Commencement charges \$20. (Other expences continually occur — horse keeping is very high. You all know that I am no hand to trade horses.)

Today, a college education is vastly more expensive than in 1812. Yet some form of higher education is even more necessary if your children are to succeed in our competitive world. National Life Juvenile Insurance offers an excellent way to assure your youngsters a complete education. Or the proceeds may be used to buy a home, start in business, or as good hard cash in any emergency. Let us tell you more about it. Use the handy coupon below.

NATIONAL LIFE INSURANCE COMPANY

HOME OFFICE — VERMONT
MONTPELIER,

A Mutual Company, founded in 1850, "Solid as the granite hills of Vermont"

CLIP AND MAIL THIS COUPON NOW

NATIONAL LIFE INSURANCE CO., DEPT. L-127, MONTPELIER, VERMONT

Without obligation, please send me your new booklet, showing how I can give my children a head-start in life.

Name..... Children's Ages.....

Business or Home Address.....



FOR THE CONVENIENCE OF LIFE'S NON-SUBSCRIBING READERS

To see life
To see the world
To eyewitness great events

I want to see **LIFE** each week.

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Or give it to your newsdealer)

CONTINUED ON NEXT PAGE



• It's almost as easy as this with miraculous new Benex Brushless Shave!

beards
become

1/5 water

with
new

Friend, why just wet your whiskers when you can *flood* them? Benex turns your bristles into 20% water. And keeps 'em soaked and spineless...a setup for your razor.

**Keeps whiskers saturated
all shave long!**

Just smooth this magic stuff on your wet face. Before you can say "Benex!" it's dissolving that tough, oily, razor-battling hide around your bristles. Your whiskers start taking on more water than Davy Jones' locker. And wonderful, water-bearing Benex keeps 'em soaked.

They all but fall off your face!

'S true! Benex gets those whiskers so soggy they're groggy! Your blade just mows 'em down...and presents you with the smoothest, freshest face you've worn since fifth grade. That's Benex, Bub. Better get it.

THE BRUSHLESS WONDER



Product of Bristol-Myers

LETTERS TO THE EDITORS

CONTINUED

uous bridge sessions and too many sweet, gooey desserts.

CLARE ADEL SCHREIBER

Wooster, Ohio

Sirs:

One answer to a woman's dilemma is the planned cooperative community. Such neighborhood groups would first of all make possible a much more beneficial use of machinery. A Bendix should do the laundry for 10 families. Deepfreeze lockers, television sets, motion-picture projectors are other examples of machinery that can be much better used on a community basis.

What's most important is that such communities would provide a fuller social environment, provide a background for the child's development far superior to the present apartment-and-street and to a great extent release the young mother from the drudgery and narrowness of the present family life.

ERNEST WRIGHT

Cambridge, Mass.

Sirs:

... Along with woman's desire for equal rights runs her desire for equal demonstration of affection. The American husband, preoccupied with business, world affairs and the income tax, seems to find difficulty in taking even an occasional moment to play again the role of ardent lover in which he starred before marriage. The American wife, in her wasteful woe of idle hours, is not seeking an escape from boredom but a love-substitute to nurture her self-esteem.

LAURA P. MCAUSLAN

West Brattleboro, Vt.

Sirs:

... The whole dilemma is due to a monstrous defense mechanism devised by men to offset the bitter sense of inadequacy they feel alongside women.

ELLEN KILEY

Chicago, Ill.

Sirs:

Maybe there wouldn't be so many discontented women if there were enough men from Princeton's class of '32 to go around!

K. M. ANDLER

Chicago, Ill.

PRINCETON '32

Sirs:

... The comments on the manners and morals of Princetonians ("The Class of '32," LIFE, June 16) were perhaps more illuminating than the income figures. Our ivy-clad colleges presumably are turning out pretty staid, conservative fellows who do not progress to more mature thinking with the passage of the years. Failing to qualify for success by accident of birth, should a man select a newer, less tradition-bound college rather than allow himself to fall into conservative modes of thought and deed?

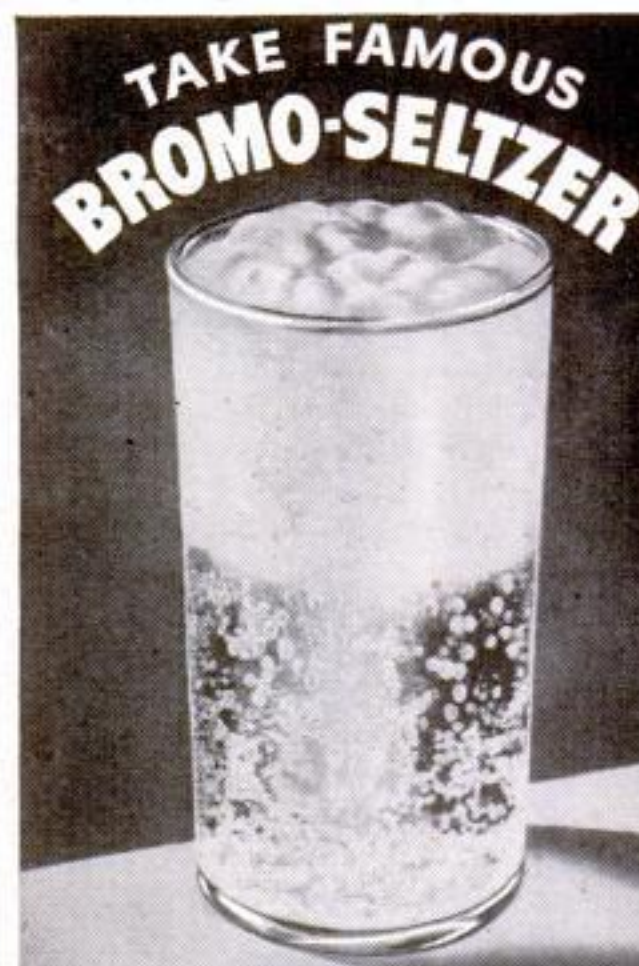
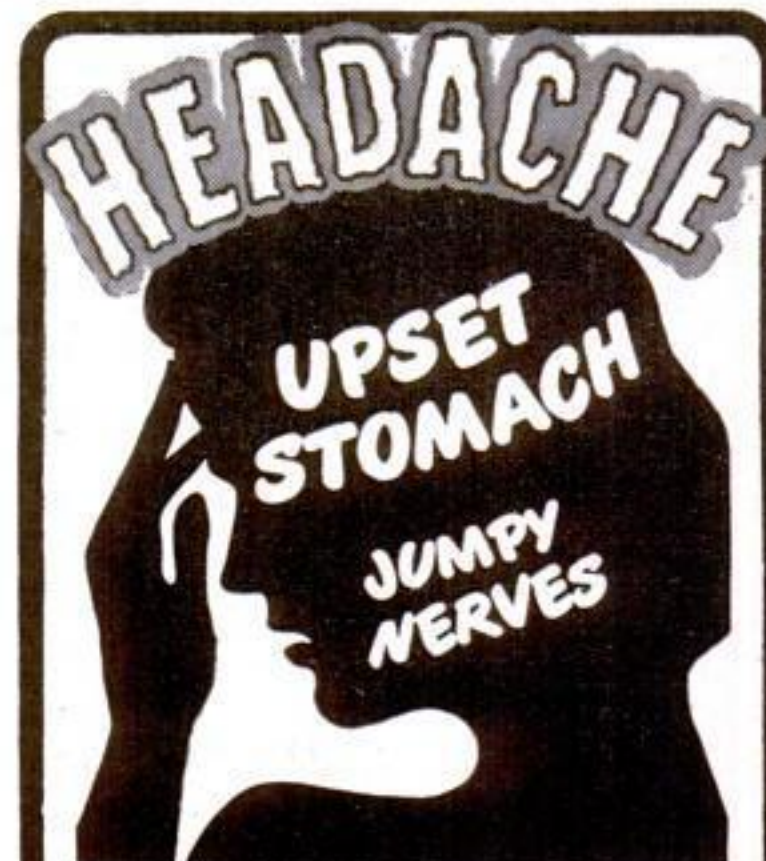
I had planned to send my younger son to Princeton to become a physicist. Now I am in doubt.

EVERETT J. MANN

Rochester, N.Y.

Sirs:

It's been almost four years since I first "met" Sandy Bonnyman, the Marine Lieut. Alexander Bonnyman Jr. you mention in your Princeton '32 article. He evidently had made a significant impression on the men who



RELIEF!



When headache, upset stomach and jumpy nerves all strike at once... take Bromo-Seltzer for quick help. Because Bromo-Seltzer is famous for fighting ordinary headaches these three ways:

1. Relieves pain of headache
2. Relieves discomfort of upset stomach
3. Quiets jumpy nerves

which may team up for trouble.

Simply put teaspoonful in a glass and add water. Bromo-Seltzer effervesces with split-second action... ready to go to work at once. Caution: Use only as directed.

Get Bromo-Seltzer at your drugstore fountain or counter today. Compounded in four convenient home sizes by registered pharmacists.



For **FAST** headache help
BROMO-SELTZER

A PRODUCT OF EMERSON DRUG COMPANY SINCE 1887

CONTINUED ON PAGE 10



HELEN HINCHLIFFE BECOMES BRIDE

Now Mrs. George W. Aufderheide, Jr.
of Allenhurst, New Jersey

Chosen by Count Igor Cassini
America's foremost social reporter
as "Beauty Bride of the Month"

*She's another
Woodbury Deb*



"Just before!" Lovely medieval gown, of mousseline and lace, is Helen's own design. Her picture-bride complexion . . . so creamy-dreamy . . . is definitely Woodbury!



"Forever us" moment for George and Woodbury-deb Helen . . . just-wed in The Lady Chapel of St. Patrick's Cathedral, New York. Lovely Helen keeps skin angel-smooth with Woodbury Facial Soap.



First dance for new Mr. and Mrs. at big wedding reception! And first sight to charm men, is Woodbury skin-beauty. Fresh, smooth . . . lovely-to-love!



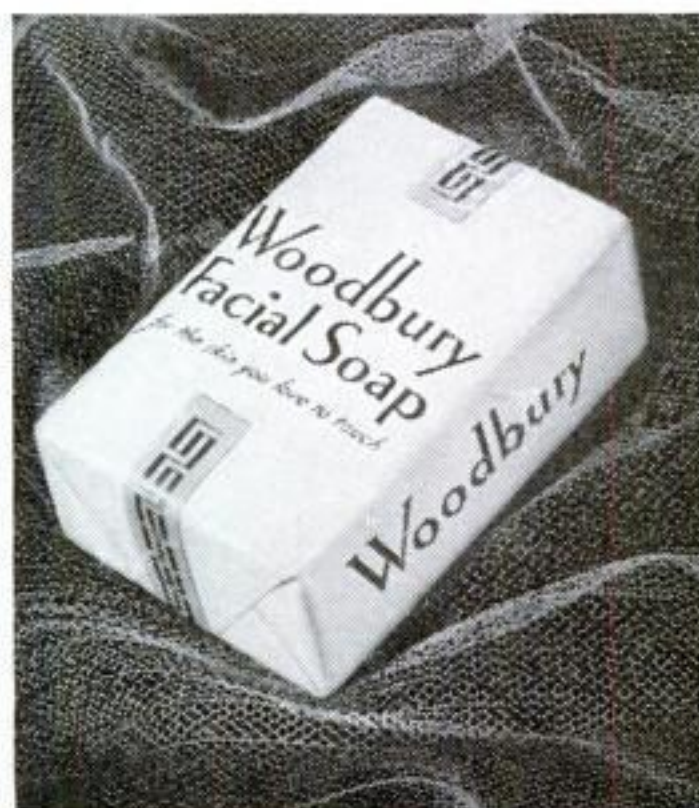
"Want a bite?" H'm, something else looks luscious. What skin! Says George, "Helen says it's Woodbury-smooth. I say it's kissable!" Yes, Woodbury Soap pampers your skin. Extra-mild. Made with a rich beauty-cream ingredient!



Big Water Babies! Both adore sports . . . met at a Princeton football game where Helen was another man's date! Like that—her Woodbury dazzling beauty set George's heart a-thumping!



"Wouldn't, couldn't miss my daily Woodbury Facial Cocktail," says Helen. "Apply creamy Woodbury lather and rinse. Lovely for sensitive skin!"



For the skin you love to touch? You know! It's Woodbury Facial Soap . . . made with a rich beauty-cream ingredient. You'll find it's extra-mild for sensitive skin!



Headed for Married Romance! After Bermuda honeymoon, Helen plans "keeping house." Another plan—to keep her skin lovely, lovable! Follow her daily must-do—take creamy Woodbury Facial Cocktails!

"Don't say club soda,
say **White Rock!**"



For the finest highballs, choose the finest of sparkling waters, White Rock. Its mineral tang makes your drinks taste better tonight—and its alkaline effect helps you feel better tomorrow.



White Rock
Sparkling Water

KEEPS YOU SPARKLING, TOO!

LETTERS TO THE EDITORS

CONTINUED

had fought with him on Tarawa, for when I came across his grave on Betio Atoll, Dec. 10, 1943, he was surrounded by his fallen Marine comrades and the simple wooden marker over him read "Good Luck Bonny."

I like to think that Lieutenant Bonnyman has gone to the place where all 4.0 Marine lieutenants go and he's certainly getting all of the good luck that this devoted sentiment expresses.

BOB MCGUIRE

St. Augustine, Fla.

PHONY PEACE

Sirs:

My heart dropped to my heels when I read your editorial, "Phony Peace" (LIFE, June 16). Why don't you show the human decency and courage to advocate a United World rather than a United Europe, which will only start over again the old balance-of-power cycle. . . .

Is it better to be the greatest nation in a half-wrecked world or an integral part of a smoothly running, prosperous world?

PHYLLIS H. FIELD

Baltimore, Md.

Sirs:

Congratulations on your sane and statesmanlike editorial, "Phony Peace." Your comparison between this peace and the "phony war" is valid indeed, and again the crux of the problem, spiritually and strategically, is France.

There are too many Americans who tend like Mr. Hoover to think first of all in terms of putting Germany on her feet. We forget that this is precisely what we did after the last war, and that in so doing over France's energetic protests we, together with England, so built up Germany that she was ready to make another try for domination of the continent. Germany must be helped to recover, but first things first. . . .

Recent observers have all noted that France is the one major country of devastated Europe that is heroically pulling herself up by her bootstraps and is well on the road to recovery. . . . All in all she is our best investment, financially, strategically and morally.

JEAN MISRAHI

New York, N.Y.

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ARE YOU GROWING OLD TOO FAST?

How a marvelous food drink can help to keep your body from "wearing out"

Aging is an individual affair. In some people it appears early. Others keep youthfully alert and active for many, many years longer. However, a fading sense of taste and decreasing ability to digest certain foods are normal after age 30.



Staying young

From thirty on, you must be careful that a fussy appetite does not keep you from getting enough of the nutrients needed to offset the wear and tear of daily living.

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You pick up week-end guests at the station. There's a whole lot more luggage than you



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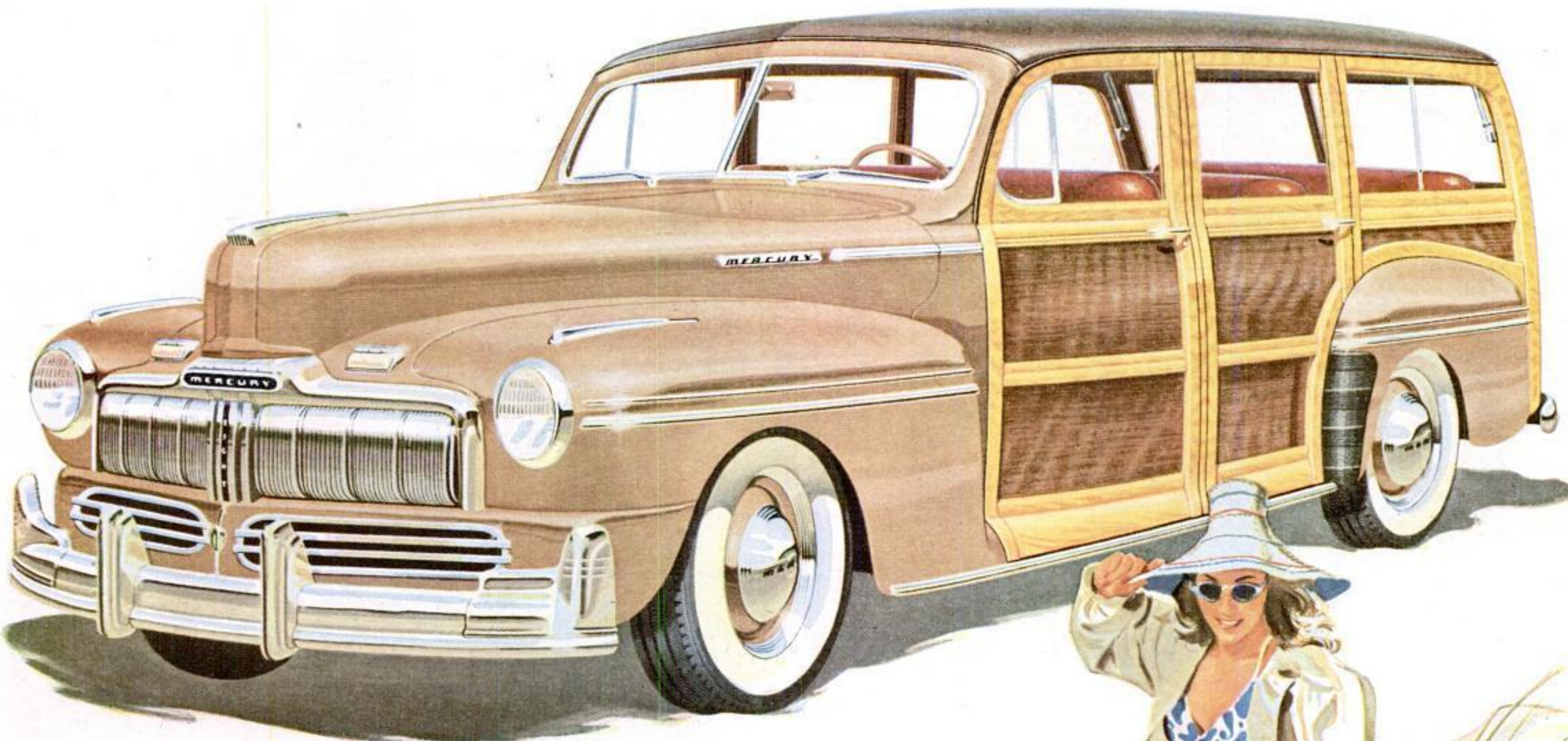


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There's *Mortimer* (Hayseed) *Snurd* vs. *Donald* (The Temper) *Duck*. Timber-r-r-r!

Edgar Bergen...Charlie McCarthy...Mickey Mouse...Mortimer Snurd...Donald Duck...plus three rollicking new Disney characters...*all together* in one of the funniest feature-length pictures you'll ever hope to see.

There's *Mickey* in his most hair-raising adventure.



There's radio's favorite blockhead — *Charlie* (I'll mow 'em down) *McCarthy*.



There's *Bongo*, the frustrated circus bear who wants to get away from it all...

Walt Disney's FULL-LENGTH MUSICAL CARTOON FEATURE "Fun and Fancy Free"

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EDGAR BERGEN — DINAH SHORE

IN TECHNICOLOR

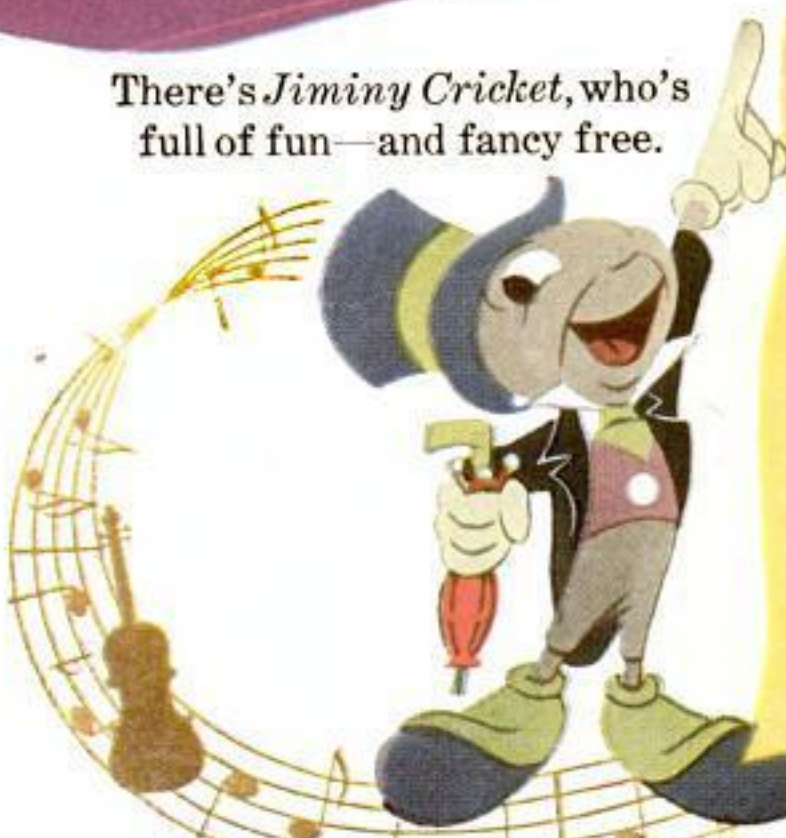


...and little *Lulubelle*, who causes *Bongo* plenty of heartaches.



There's the *only* *Goofy*, who is more confused than ever.

There's *Jiminy Cricket*, who's full of fun—and fancy free.



Parade of hit songs

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"LAZY COUNTRYSIDE"

"TOO GOOD TO BE TRUE"

"SAY IT WITH A SLAP"

and others you'll be humming soon.

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in the flesh with his radio pals *Charlie McCarthy* and *Mortimer Snurd*.

DINAH SHORE
singing and narrating the tuneful story of *Bongo*—the little circus bear.

with

Donald Duck, Mickey Mouse and Goofy and introducing 3 lovable new Disney characters *Bongo*, *Lulubelle*, *Willie the Giant*

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Just Lemon and Water when you first get up



Most people find that the juice
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when taken daily *first thing on*
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and alkalinizes too.**

Lemons are among the richest
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FRESH LEMON



IN A GLASS
OF WATER



FIRST THING
ON ARISING



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Lemon and water helps the system function
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refreshing—clears the mouth, wakes you up.
Take it every morning—*first thing on arising*.



California Sunkist Lemons

LEMON and WATER
—first thing on arising

THE "FOURTH" SINCE 1776

INDEPENDENCE DAY EVENTS MIRROR THE GROWTH OF AMERICA



DECLARATION OF INDEPENDENCE. contrary to popular belief, was not signed on July 4. John Trumbull's famous painting (above) shows merely the adoption of it on that date. It was authorized on July 2, signed Aug. 2.

One hundred and seventy-one years ago the Continental Congress (left), meeting in Philadelphia, approved a document which began, "When, in the course of human events. . . ." This was entered in the minutes as done on the Fourth of July, 1776.

Since that time the Fourth of July has seen many another turning point in American history. News of Union victories at Gettysburg and Vicksburg in 1863 arrived on the Fourth, as did Admiral Sampson's dispatch in 1898 telling of the triumph of the U.S. fleet at Santiago. On the Fourth of July in 1917 U.S. combat troops first reached Paris on their way

to the Western front. On the Fourth in 1942 U.S. planes first bombed Europe by day.

One U.S. president was born on the Fourth; three others died. In 1817 and 1828 the Fourth was chosen as the day to start work on the Erie Canal and the Baltimore and Ohio Railroad, which opened vital new routes into the West. The Fourth has also seen innumerable demonstrations, peaceful and violent, by Americans who, having been created equal, have pursued happiness by attending prize fights, marching with the Ku Klux Klan, demanding repeal of the 18th Amendment or simply setting off firecrackers.



DIED ON THE FOURTH OF JULY: Presidents John Adams (left), Thomas Jefferson and James Monroe. Monroe died in 1831. Both Adams and Jefferson passed away in 1826, exactly 50 years after the adoption of the Declaration of Independence. Political rivals in life, Adams and Jefferson kept up their competition as death approached.

Each knew the other was dying, although Adams was ill in Quincy, Mass. and Jefferson 500 miles away in Monticello, Va. At almost the exact moment of Jefferson's death, Adams murmured, "Jefferson still lives." He did not know that Jefferson was gone, or that by lingering until that evening he would outlive his old rival by a few hours.



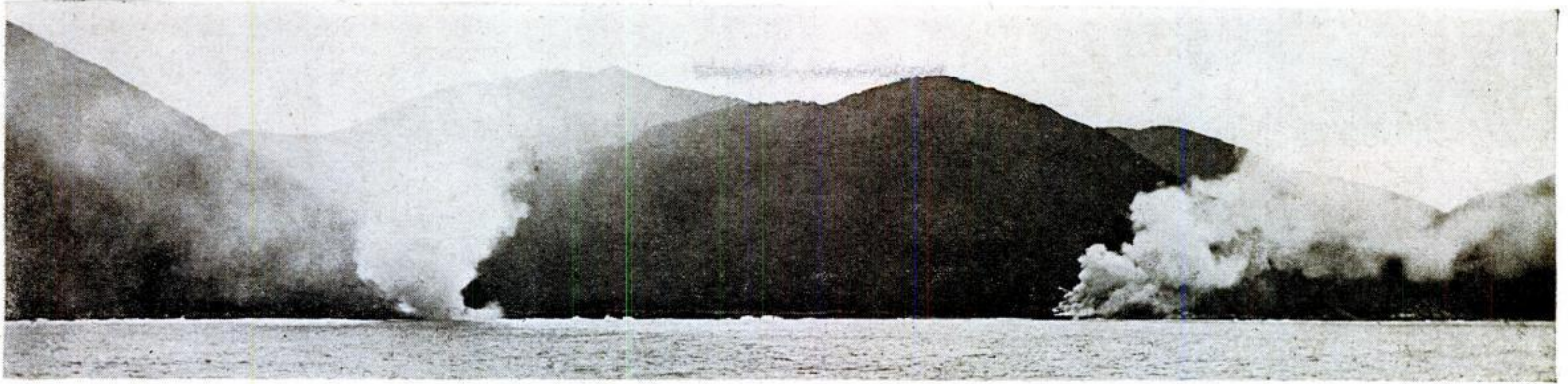
THE ERIE CANAL, which helped the U.S. expand by linking the Atlantic states with the West through a 363-mile, hand-dug "ditch" between the Hudson River and Lake Erie, was commenced on July 4, 1817. Eight years later Governor De Witt Clinton of New York opened the new route (above) by pouring water from Lake Erie into New York Bay.



THE BALTIMORE AND OHIO RAILROAD, like the Erie Canal, was designed to provide fast, cheap transportation to the West. On July 4, 1828 the first stone was laid in Gwynns Falls, Md. Charles Carroll (with shovel), 91, last living signer of the Declaration of Independence, turned the first earth. In 1852 the railroad reached the Ohio.



GETTYSBURG, the crucial battle of the Civil War, was still in doubt on July 3, 1863. Then Pickett's Confederates made their heroic but futile charge against Northern positions along Cemetery Ridge and the battle swung in favor of the Union. News of this turning point reached Northern cities in time for wild rejoicing on the Fourth.



THE BATTLE OF SANTIAGO was fought in Cuban waters on July 3, 1898, but news of the crushing American victory did not reach the U.S. until next day, touching off the greatest Fourth of July celebration since Civil War days. After Spanish troops ashore had been defeated at El Caney and San Juan Hill, the Spanish fleet under Admiral

Cervera tried to make an escape from Santiago harbor. It was met by American ships under Admiral Sampson, who, "as a Fourth of July present to the nation," directed such a murderous fire that the Spanish ships were driven ashore in flames, which continued to burn (above) into the Fourth. Only one U.S. sailor was killed in the action.



THE PULLMAN STRIKE of 1894 reached its climax on July 4 at Chicago, when President Grover Cleveland selected that day to call out federal troops against the strikers, led by Eugene Debs (above, right), who later became the great Socialist champion of the rights of labor. Following the panic of 1893, Pullman employees had been on strike

for 24 days, protesting pay cuts of as much as 50% made by George Pullman (above, left), who meanwhile continued to pay dividends totaling more than \$2,700,000 to stockholders of his Pullman's Palace Car Co. The troops broke the strike and Debs was sent to jail for six months, but the incident strengthened the rising U.S. labor movement.



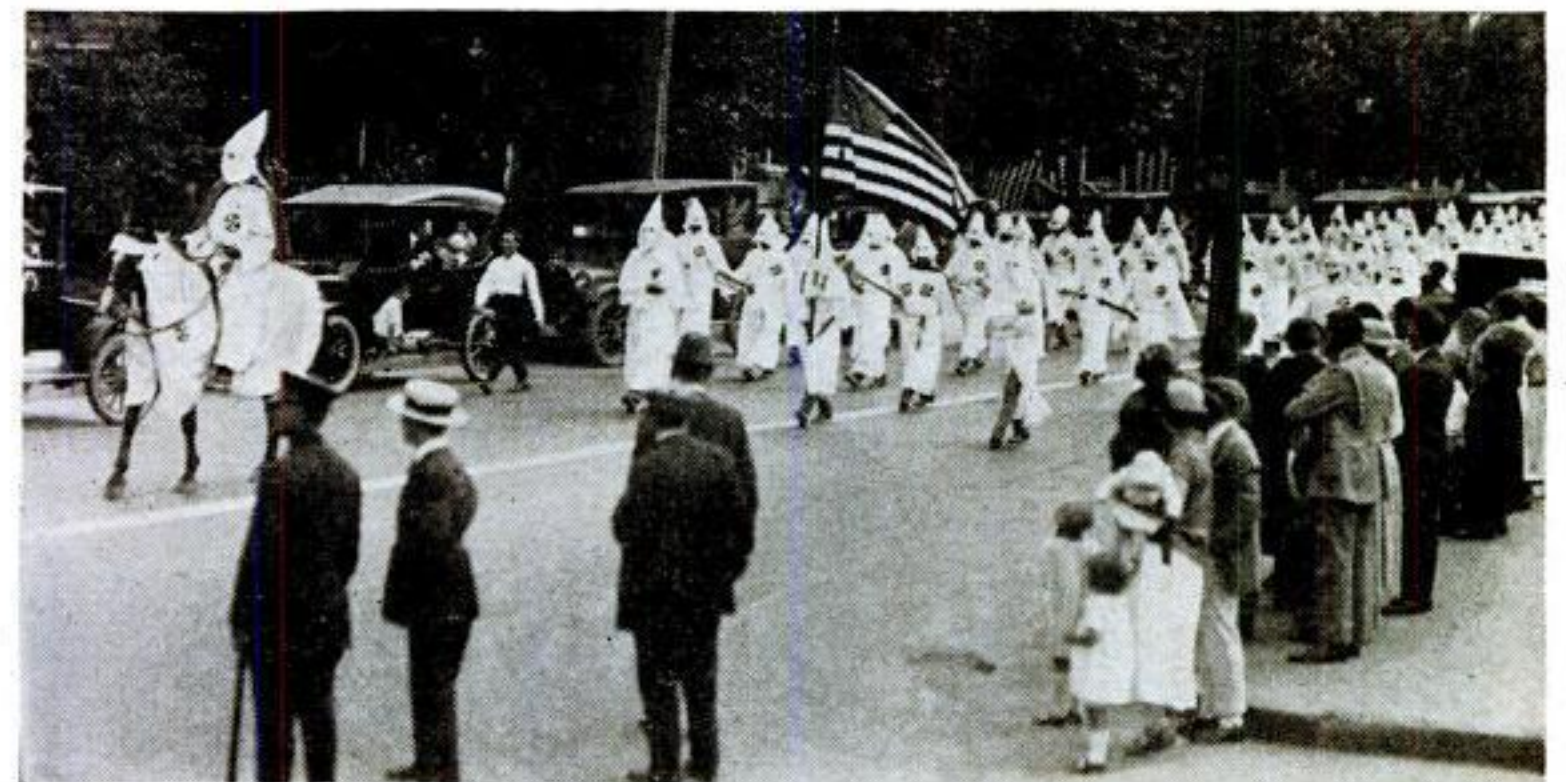
AMERICAN COMBAT TROOPS reached Paris on July 4, 1917, after making a hurried journey from the French seacoast for the occasion. General John J. ("Black Jack") Pershing (third from left), here shown entraining for Paris in the Boulogne railroad station, reportedly introduced the AEF to France by crying, "Lafayette, we are here!"



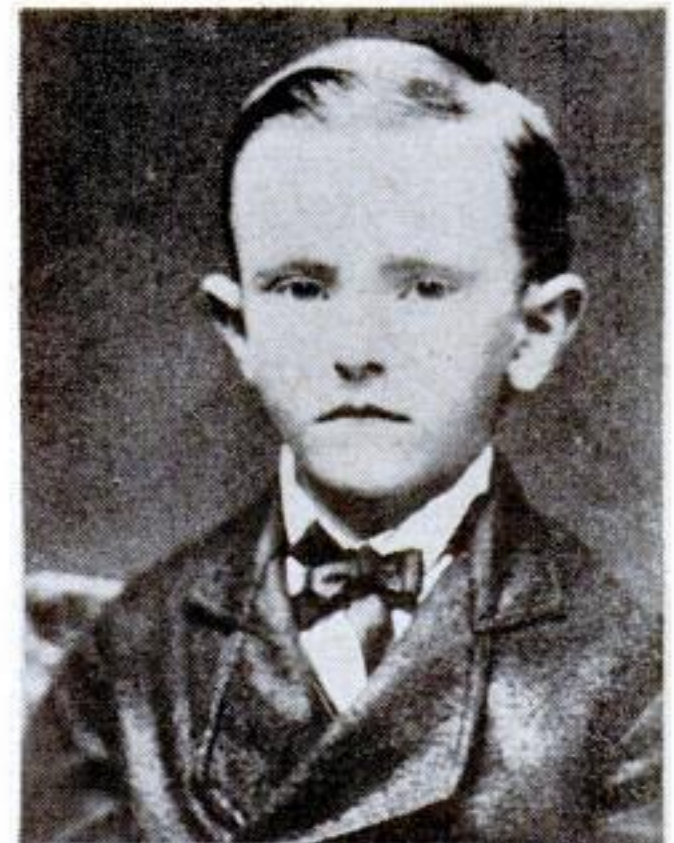
DEMPSEY-WILLARD FIGHT was held in Toledo, Ohio on July 4, 1919. Thirty-six-year-old Willard weighed in, flabby and overconfident, at 245 pounds and took a vicious beating from 24-year-old Dempsey, at 187, who terrified his foe in the first round (above), knocked him down several times, broke his jaw. Willard quit before fourth round.



ANTIPROHIBITION PARADE in New York straggled up Fifth Avenue on July 4, 1921, a year after the 18th Amendment was adopted. The parade marshal claimed that there were 75,000 marchers, but the watchful Anti-Saloon League said there were only 14,922. Some carried a reproduction of the *Last Supper* labeled "Wine Was Served."



THE KU KLUX KLAN took advantage of the Fourth of July in 1924 to pose as a patriotic organization at Long Branch, N.J. Twenty thousand Klansmen from Pennsylvania, New Jersey and Delaware held a parade and a picnic, amusing themselves by throwing baseballs at an effigy of the late Al Smith, a Catholic, then governor of New York.



BORN ON THE FOURTH OF JULY were George M. Cohan (left) and Calvin Coolidge. Coolidge's political friends made the most of this, dressing him in cowboy suits and other outlandish rigs. Cohan also profited by writing the famous song, "I'm a Yankee Doodle Dandy . . . born on the Fourth of July."



PHILIPPINE INDEPENDENCE was celebrated last year on the evening of Fourth of July in Manila, following the inauguration of President Manuel Roxas. Many Filipinos had been agitating for independence ever since 1898, finally got their freedom on a date which will annually call the U.S. to mind.



In the time it takes to
slip on your pajamas...

(In an instant, right in the cup...)

You can make a cup of
rich, full-bodied coffee—

(You never tasted finer,
richer coffee)



that can't keep you awake!

(It can't, even though you're affected by
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INSTANT SANKA COFFEE

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Drink it and sleep!

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Stands out in NUTRITION! Prem gives you the nutritional benefits of *both* beef and pork . . . plenty of high quality proteins, important minerals, and B vitamins.

Stands out in TEXTURE! Prem is firm and solid . . . delightfully tender. Served hot or cold, it cuts cleanly and evenly—slices or loaves.

3 TO 1 PREFER BEEF ADDED! Tender, flavorful beef has been added to Prem because homemakers wanted it—by better than 3 to 1. From experience they knew that beef and pork combined was bound to be better. So try Prem soon . . . see how much better it is.

INDIVIDUAL MEAT LOAVES. *Cut whole Prem loaves into halves. Top with orange marmalade and bake in oven (400°F.) about 20 minutes. Arrange salad greens in individual bowls. Surround a mound of cottage cheese with cooked and chilled cubed carrots, lima beans and peas. Serve with your favorite dressing.*

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*the one with
Tender BEEF Added!*



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Say **PREM!**



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CONTENTS

THE WEEK'S EVENTS

AN AMERICAN CITY'S DREAM	21
EDITORIAL: A FOURTH OF JULY MESSAGE from GENERAL DOUGLAS MacARTHUR	34
DUTCH GIRL VISITS THE U.S.	61
BOY GUNMAN STARTS CAREER OF CRIME	71
"BUGSY" SIEGEL ENDS CAREER AS GANGSTER	72
A FORD MARRIES A FIRESTONE	74
LAUREL AND HARDY'S OLD JOKES PAY OFF AT NEW STAND	78

ARTICLE

ITALY'S MYTH OF AMERICA, by CARLO LEVI	84
--	----

PHOTOGRAPHIC ESSAY

THIS PLEASANT LAND	46
--------------------	----

PHILANTHROPY

AMERICAN BOUNTY	37
-----------------	----

FASHION

PLAY CLOTHES	43
--------------	----

HISTORY

ALEXANDER HAMILTON article by SENATOR ARTHUR H. VANDENBERG	64
---	----

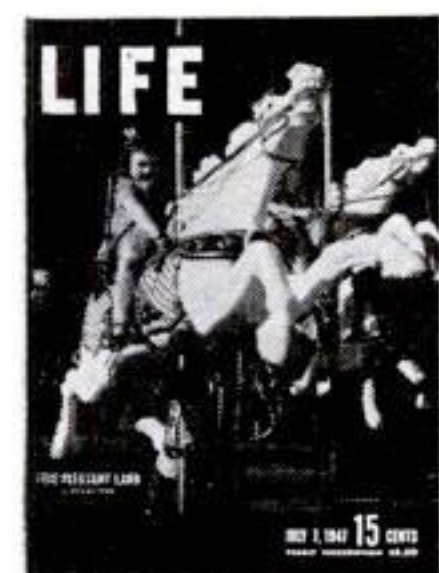
MOVIES

SUMMER COMEDIES	81
-----------------	----

OTHER DEPARTMENTS

LETTERS TO THE EDITORS	7
SPEAKING OF PICTURES: THE "FOURTH" SINCE 1776	14
PEOPLE	76
LIFE GOES ON A CAPE COD HOLIDAY	96
MISCELLANY: THE SPIRIT OF '76	104

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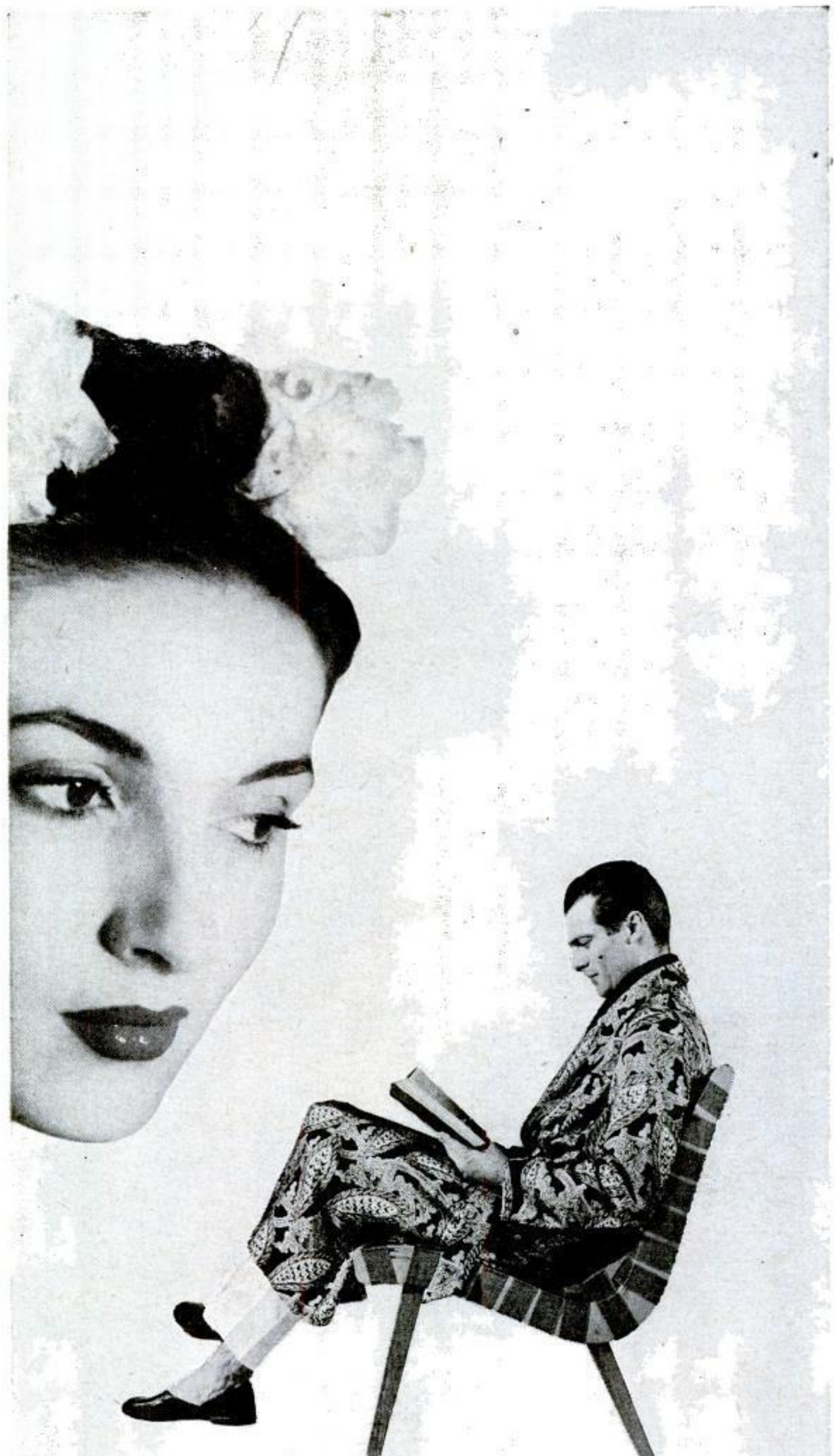
LIFE'S COVER

The calm young lady on the charging white horse is Cherrie Glen Bour, who is just turning 3 years old this month. Like many an American of her generation, she was born while her father was away at war, helping keep the Fourth of July a holiday. After flying airplanes for the Marine Corps he returned and got his first look at her when she was a year old. Then he packed up his family and moved from Illinois to Dallas, Texas, where he is learning to be a flight instructor and where Cherrie had this opportunity to become acquainted with the merry-go-round at Fair Park.

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COVER—WILLIAM SUMITS	61—T. LT. DEXHEIMER CARLON STUDIO, INDIAN- APOLIS; RT. HOWARD SHIRKEY
14—BROWN BROTHERS—BROWN BROTHERS— THE BETTMANN ARCHIVE—FROM A PAINTING BY STANLEY M. ARTHURS COURTESY THE BALTI- MORE AND OHIO RAILROAD CO., UNDER- WOOD-STRATTON	62—HOWARD SHIRKEY
15—INT.—CULVER SERVICE—U.S. ARMY SIGNAL CORPS PHOTO, "THE RING"—KEYSTONE, UNDERWOOD-STRATTON	64—FERNAND BOURGES COURTESY ART COMMIS- SION OF THE CITY OF NEW YORK
16—CULVER SERVICE, INT.—JOHN FLOREA	66—ALLAN GRANT FROM G.H., THE BETTMANN ARCHIVE—CULVER SERVICE
21 THROUGH 25—HERBERT GEHR	67—BROWN BROTHERS—KEYSTONE, CULVER SERVICE
26, 27—JERRY COOKE EXC. T. LT. HERBERT GEHR	68—PAINTINGS BY ROBERT RIGGS EXC. T. RT. BROWN BROTHERS
23—JERRY COOKE	69—PAINTING BY ROBERT RIGGS
22—JERRY COOKE	71—FRANK CUSHING FOR BOSTON TRAVELER FROM A.P.
30—HERBERT GEHR	72—CLAY WILLCOCKSON FOR LOS ANGELES TIMES FROM A.P.
31—HERBERT GEHR—HERBERT GEHR, JERRY COOKE (2)	73—W.W., A.P., A.P.—W.W., A.P., JON BRENNIS
32, 33—JERRY COOKE EXC. MAP BY FRANK STOCK- MAN AND ANTHONY SODARO	74, 75—T. AND BOT. LT. JEROME ZERBE (3)
34—JOHN FLOREA	76—ACME, A.P.—ACME, A.P.
37—KEYSTONE	77—THOMAS D. McAVOY, A.P.—A.P., INT.
38—HANS WILD	78—GRAPHIC PHOTO UNION
40—PAUL PIETZSCH—JOHN FLOREA	81—PARAMOUNT PICTURES
43, 44, 45—PHILIPPE HALSMAN	82—GASTON LONGET FOR RKO RADIO PICTURES, MARTHA HOLMES—PARAMOUNT PICTURES
47—KAY CHESTER	84, 85—DRAWING BY CHARLES E. MARTIN
48—RALPH MORSE	86—ALFRED EISENSTAEDT FROM PIX
49—FRANK SCHERSCHEL	89—THE BETTMANN ARCHIVE
50, 51—KAY CHESTER	90—INT.
52, 53—RUTHERFORD PLATT	92—U.S. ARMY SIGNAL CORPS PHOTO
54—HERBERT GEHR	95—PAUL PIETZSCH
55, 56, 57—KAY CHESTER	96 THROUGH 102—ROBERT W. KELLEY
58—WERNER WOLFF FROM B.S.	104—ROBERT WHEELER

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MacDonald . . . In her recitals Jeanette MacDonald often includes the joyous aria, *Un bel dì, vedremo* (One Fine Day) from "Madama Butterfly." Critics have hailed it as a "splendid performance" . . . a "piece of perfection" greeted by "a clamorous ovation." Now she has recorded it for you, together with the charming *Mi Chiamano Mimi* (My Name Is Mimi) from "La Bohème." With the RCA Victor Orchestra, conducted by Weissmann. 11-9599, \$1.00.

Maynor . . . Authorities rank Dorothy Maynor among today's "few truly great voices." They praise the "tender, soft and beautiful quality" of her voice, the "true and deep feeling" she transmits to her audience. Hear her as she sings six religious masterpieces by J. S. Bach, Handel, Mendelssohn, Mozart. She fully reveals the depths of their beauty. And she brings to them a spirit of faith and reverence that is inspiring. Ask for "Sacred Songs," Album M-1043, \$3.85.

Swarthout . . . Gladys Swarthout's voice ". . . is all liquid fire and velvet," wrote Virgil Thomson in the New York *Herald Tribune*. "I do not know its peer today among mezzo-sopranos for warmth or for full, fresh brilliance." Now you can hear this lovely voice in a new album that includes *Falling in Love with Love*, *September Song*, *In the Still of the Night*, *I'll Remember April*, others. With Russ Case and his Orchestra. Ask for "Gladys Swarthout Sings," Album M-1127, \$3.00.

Boston Symphony Orchestra, Serge Koussevitzky, Conductor:

Symphony No. 9—Shostakovich. Album M/DM-1134, \$3.85.

Suite No. 2, in B Minor, and *Suite No. 3*, in D—J. S. Bach. Georges Laurent, Solo Flute. Album M/DM-1123, \$5.85.

Chicago Symphony Orchestra, Désiré Defauw, Conductor: *Psyché* and *Le Chasseur Maudit*—Franck. M/DM-1122, \$4.85.

Cincinnati Symphony Orchestra, Eugene Goossens, Conductor: *Symphony No. 4*, in D Minor, Op. 120—Schumann. Album M/DM-1124, \$3.85.

Leopold Stokowski and the Hollywood Bowl Symphony Orchestra: *Hungarian Dance No. 1*, in G Minor—Brahms; *A Message for Liza* (from "Lady in the Dark")—Dolan. Record 10-1302, 75¢.

Heifetz, Violinist: *Modern Violin Transcriptions*. Eight selections. Emanuel Bay at the Piano. Album M-1126, \$3.75.

Marian Anderson, Contralto: *Oh! Men from the Fields*—Colum-Thomas; *Bright Phoebus*—Hook. Franz Rupp at the Piano. RCA Victor Red Seal Record 10-1300, 75¢.

Robert Merrill, Baritone: *To My Mother* and *Sweet Little Jesus Boy*—MacGimsey. With Russ Case and his Orchestra. Record 10-1303, 75¢.

Thomas L. Thomas, Baritone: *Loch Lomond*; *Bendemeer's Stream*—Thomas Moore—Old Irish Air. Jacob Hannemann at the Piano. Record 10-1301, 75¢.

Laurence Olivier: Readings of excerpts from Shakespeare's *Henry V*, with music by William Walton. With the Philharmonic Orchestra of London and Chorus, conducted by William Walton. Album M/DM-1128 (Recordrama), \$5.00.

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AGAINST OMAHA'S SKYLINE THE NEW IMPROVEMENT COMMISSION POSES WITH MAP FOR A BIGGER, BETTER AND MORE COMFORTABLE CITY OF THE FUTURE

AN AMERICAN CITY'S DREAM

Out of its citizens' ambitions and hopes Omaha creates a blueprint for progress

The great news about America on Independence Day of 1947 is that it has regained something very precious that it almost lost in the '30s—the capacity to dream. Americans again are pursuing the kind of community dreams that enabled them to open up their vast continent in a few generations or to turn a nation of farmers and shopkeepers into the world's greatest industrial power, and the kind of individual dreams that have transformed farm boys into presidents and carpenters into inventors.

Some of America's new 1947 dreams are pathetic and a measure of the nation's failure—like the recurring dream of a war veteran and his wife to find a decent place to live. Some of them are selfishly materialistic, as a good many of mankind's dreams have been through the centuries. Some are so grandiose that they probably never will be brought off even in a land where almost anything can happen.

But the sum total of all the dreams is a healthy

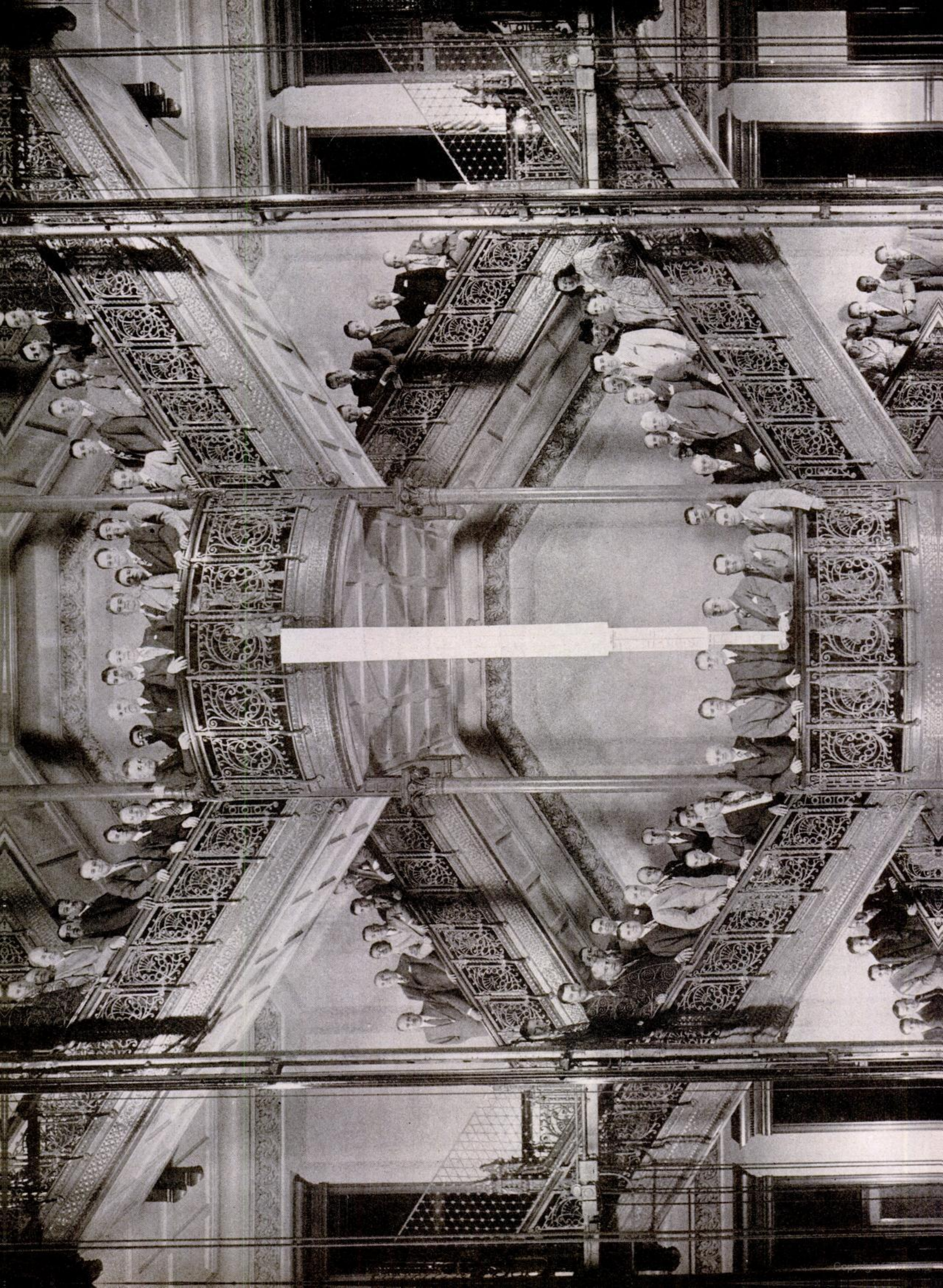
ferment in American life—an eagerness and progressiveness, a civic pride, a contagious enthusiasm for a better town and better world. This spirit is everywhere, despite housing shortages and high prices, despite the atomic bomb and the gloomy international scene. In Omaha, where the pictures on this and the following 12 pages were made, it started out as a vague urge for self-improvement in the minds of countless individuals who had watched

their city stagnate through the farm depression.

To the visitor Omaha looks to be as nice a city as a man could hope for—a friendly place of front porches and a leaven of frontier boisterousness, a well-to-do city where the cattle and produce of the Great Plains are processed for the world. But to Omahans, inspired by their dream, the city is not nearly good enough. They have "got together," in the old-fashioned democratic way, to make Omaha bigger and better, cleaner and more healthful. As the following pages show, Omaha is bursting with civic plans. When they are carried out—as they will be because the sensible citizens have kept them eminently practicable—Omaha will be a far better place to live in. So, although few Omahans are now thinking in such terms, will the world. For this little example of American democracy in action will do much more for the historic democratic ideal than a thousand flights of Fourth of July oratory.

**THIS IS A SPECIAL
FOURTH OF JULY ISSUE**

**Pictures of the week's news events
will be found in a section
beginning on page 71**





THE COMMITTEES AND COMMISSIONS THAT ARE WORKING ON OMAHA'S DREAM POSE IN THE CITY HALL. MAYOR CHARLES LEEMAN HOLDS THE BOTTOM OF THE 26,000-WORD BALLOT THAT WAS SUBMITTED TO VOTERS

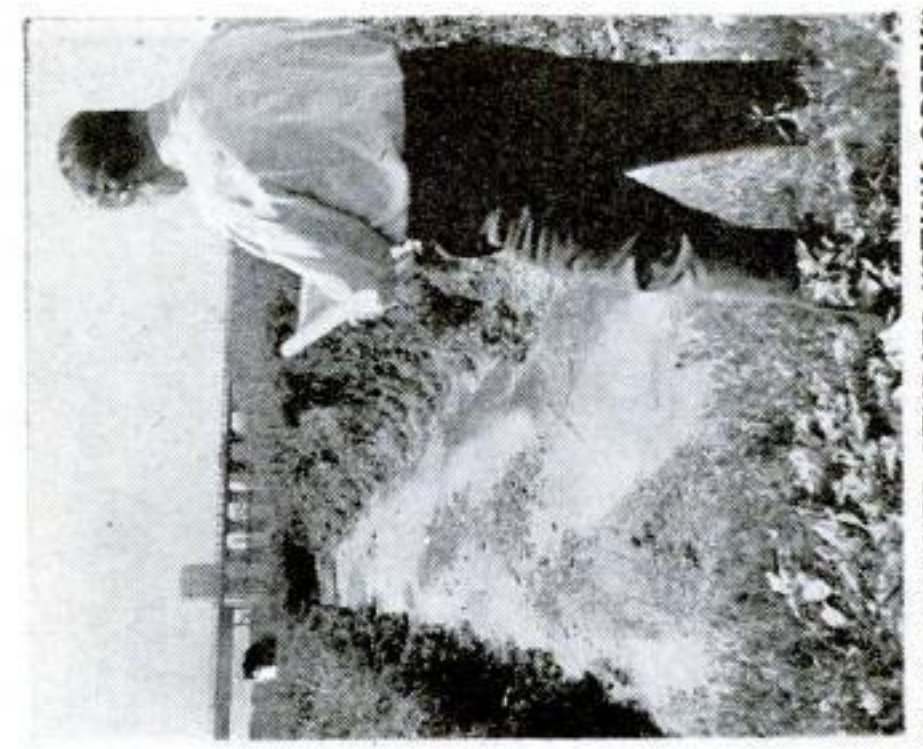
THE CITIZENS STARTED THE DREAM

When the local newspaper publisher and 168 other Omahans started their meetings, it began to become a reality

The fathers of Omaha's dream are the men and women portrayed above and many more like them. They are the members of the committees which worked out the plan. The germ of the plan began with Henry Doorly, publisher of the Omaha *World-Herald*, who in 1945 totted up Omaha's merits and defects. The latter were considerable. Omaha had lost the early gusto which once led a town council to underwrite a new \$75,000 hotel and motivated Anna Wilson to will her spectacular bordello to the city when she died in 1911. (For years it

served as the city's emergency hospital.) Conservative financing had run many city institutions into miserable condition. South Omaha even had an open sewer (right), which everyone rightfully called Stink Creek. Doorly called a meeting of the city's business leaders. The democratic yeast began to bud. One hundred and sixty-eight citizens were invited to comprise a non-political committee to draw up a master plan of civic improvement. Under the chairmanship of quiet, capable Russell J. Hopley, president of the Northwestern

Bell Telephone Company, the committee worked assiduously for seven months, held more than 200 meetings, spent 16,500 manhours to produce a workable city plan at a cost of only \$15,000 (estimated professional cost: \$200,000). Then they went back to their luncheon clubs, parent-teachers associations, A.F.L. and C.I.O. unions and explained the technicalities of the 13-foot-long ballot (above). Last November the people of Omaha went to the polls to select which of the plan's proposals they wanted. They selected plenty (next page).



CITY PLANNER STUDIES "STINK CREEK"



CITY PLANNING COMMISSION, which was in existence long before the Omaha plan was proposed and is responsible for much of the plan's groundwork, holds a meeting

before an aerial map of the city and the Missouri River. The commission, established by the state legislature in 1918, now acts in an advisory capacity to the new commissions.

THE PLAN STARTS TO WORK

Omaha picks 10 projects from a bulging "Blue Book" and then appoints five commissions to carry them out

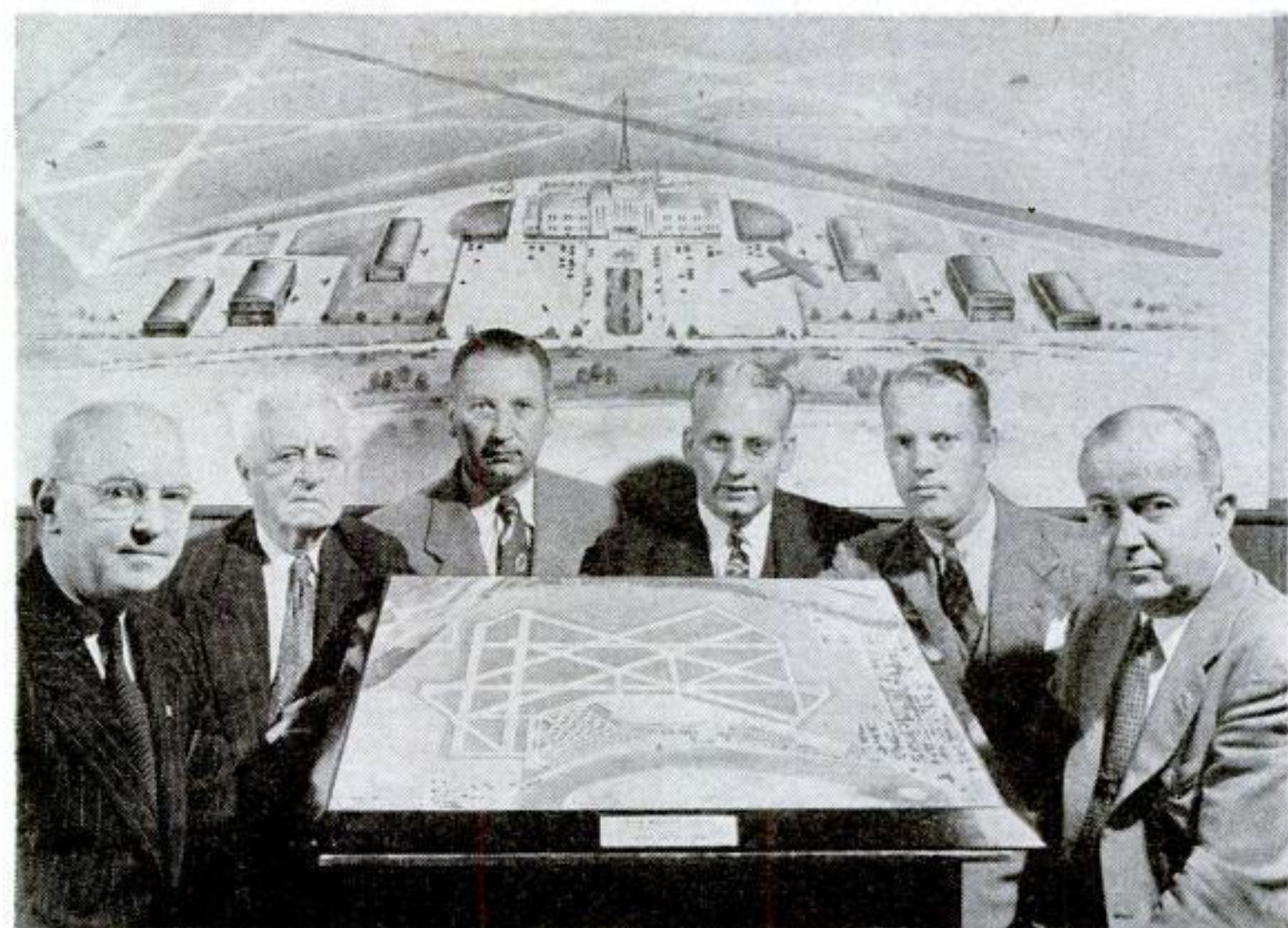
The basis of Omaha's city plan is the "Blue Book." It was compiled by the Mayor's City-Wide Planning Committee of 168 people from every geographical section and economic group in Omaha. The Blue Book recommends 17 major projects, subdivided into countless smaller ones, and divides them into three classes: Urgent (to be completed as soon as possible), Necessary (to be undertaken after the Urgent projects) and Desirable (to follow as ideal conclusions to the program). Ten Urgent projects which will cost \$12,121,200, to be raised by a separate bond issue for each, are now under way. These call for the erection of an auditorium and firehouses; the purchase of new equipment for police and fire departments; the development of parks and construction of sewers; a bigger airport; new highways, and port facilities. To help supervise these projects five commissions have been appointed. These commissions and the projects themselves were approved by the voters of Omaha at an election last Nov. 5. The election showed that most voters wanted the city plan. It also showed that there is some opposition to it. This includes businessmen who disagree with the methods of finance suggested and some householders in rundown areas whose homes are marked for eventual removal. But because the city plan is not merely another project to erect a birdbath on the common, the mass of people of Omaha are behind it. This is because the plan, while including all the civic improvements, also takes into account the realization of their own private dream(*next page*).



OFFICIAL SEAL of Mayor Charles W. Leeman reveals his traits: friendly, a lover of cigars and neckties. He has 1,500 ties valued at \$7,500, changes his neckwear twice daily.



DOCK BOARD meets under an enlarged, imaginative sketch of the river-rail terminal that it hopes will help make Omaha a riverport when navigation booms on the Missouri.



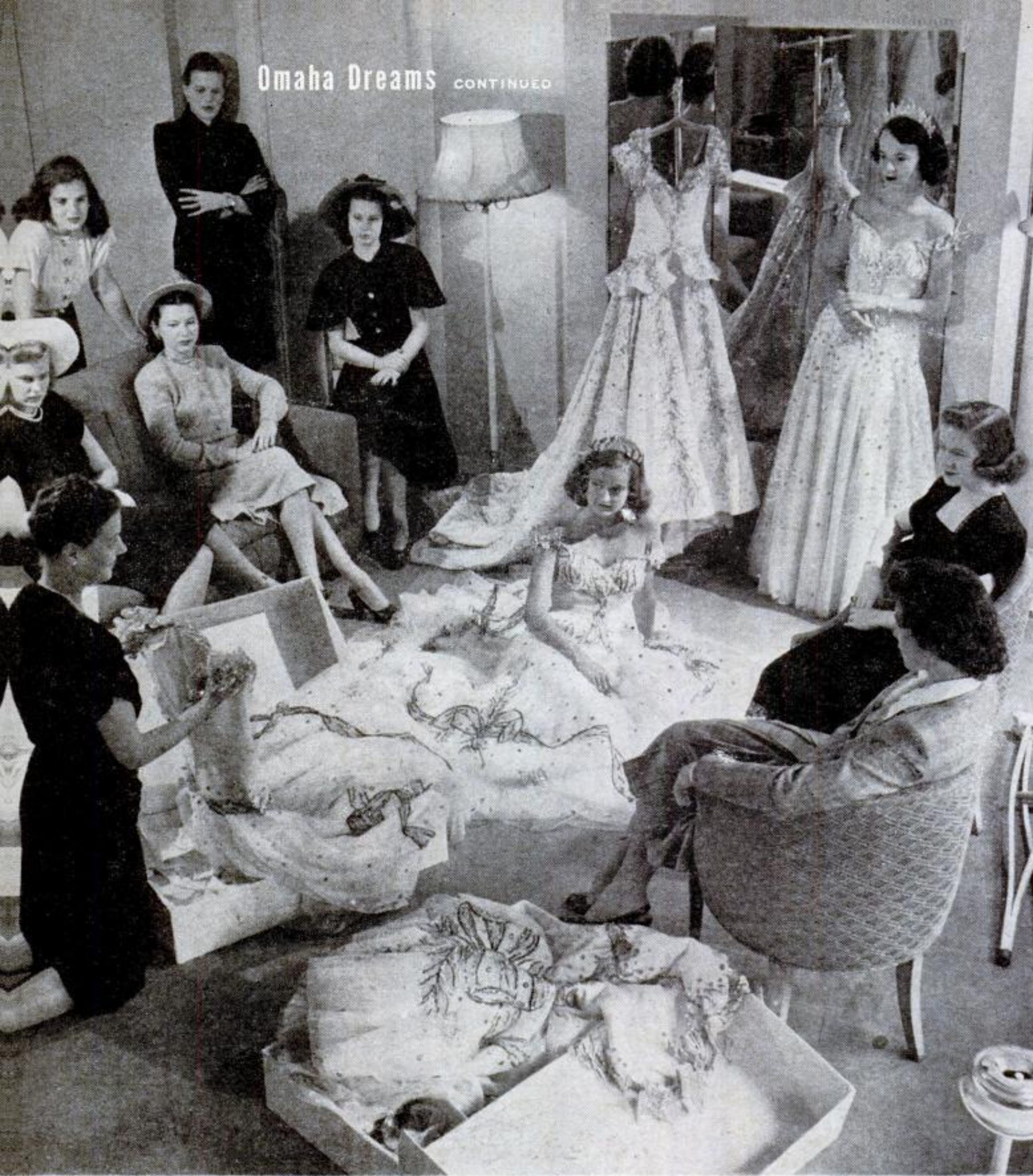
AIRPORT COMMISSION studies a model of Omaha's airport-to-be. "Urgent" program includes a new runway, administration building, more hangars, more runway lights.



SANITATION COMMISSION has given top priority to Stink Creek (p. 23). Voters gave \$2,090,000 for sewer projects, but prices have gone up so more may be needed.



AUDITORIUM COMMISSION plans a building of four main units: an arena, exhibit hall, music hall and ballroom. It too may have to get more than the \$3,540,000 allotted.



DEBUTANTES of Omaha aspire to be queen of Ak-Sar-Ben, as was Mary Louise Campbell (hatless, extreme right) last year. Here Miss Campbell (using crutches because of a broken foot) and some of her

court look over last year's Ak-Sar-Ben Ball gowns in Kilpatrick's department store. As usual identity of this year's queen, her court and the costumes they will wear are being kept secret until the ball this fall.



GRAIN MERCHANT J. LEROY WELSH is one of Omaha's most ambitious dreamers. Long interested in chemurgy, Welsh and associates built a huge alcohol plant in a traction power station in Omaha during World War II. In a single record day the plant sup-

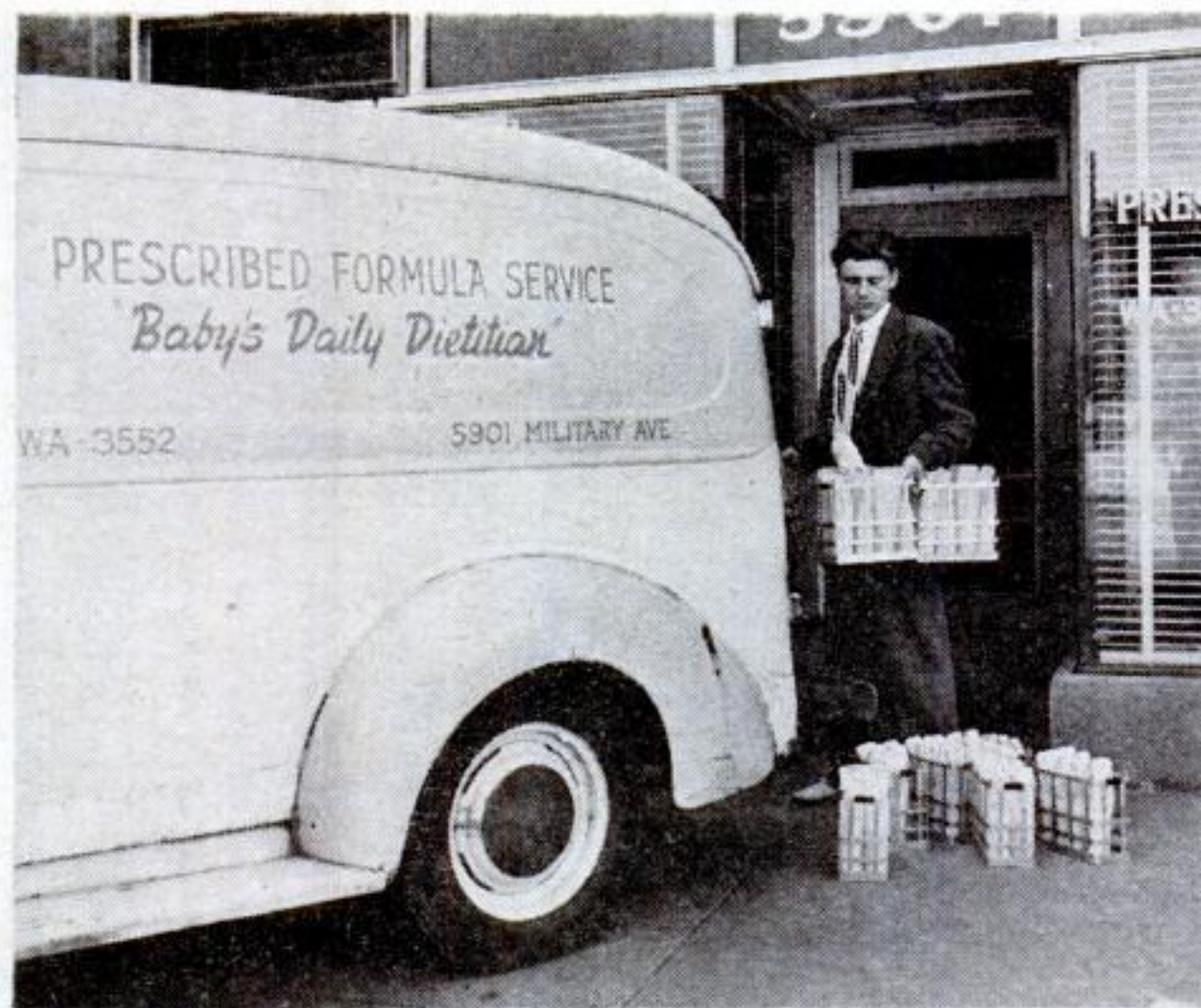
PRIVATE DREAMS

They range from vast chemurgic projects to baby taxis

Besides the over-all civic dream Omahans also have private dreams. These dreamers include the young girls (above, left), who want to become wives or have careers, and boys who are studying to enter businesses and professions. Almost all of them plan to stay in Omaha. The city has a healthy crop of newly returned GIs who have dreamed up some unique services to perform for their community (lower left) and thereby hope to get rich. It also has a generous cut of older citizens whose private dreams transcend personal aggrandizement, ranging from



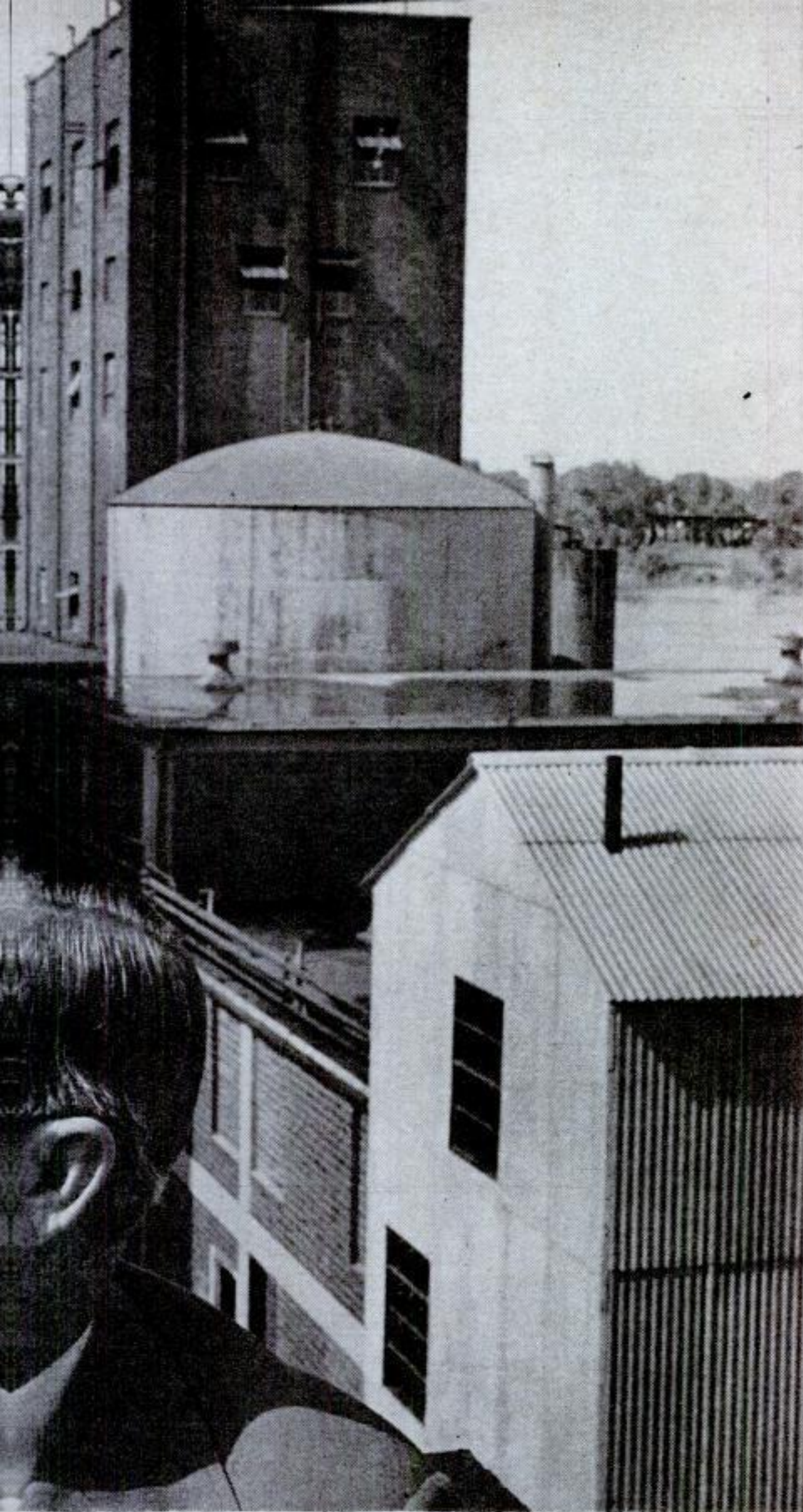
TODDLERS' TAXI SERVICE was launched in downtown Omaha by two GIs, who rent baby strollers to harassed shopping mothers for 25¢ an hour. They gross \$40 weekly and hope to expand.



BABIES' FORMULAS, made to order, are supplied to mothers by Ray Osborne, ex-air gunner. Osborne (above) and Partner Bill Rosser learned of the need for their business through personal experience, now supply 70 mothers at \$4 a week each. They want to extend service to nearby towns.



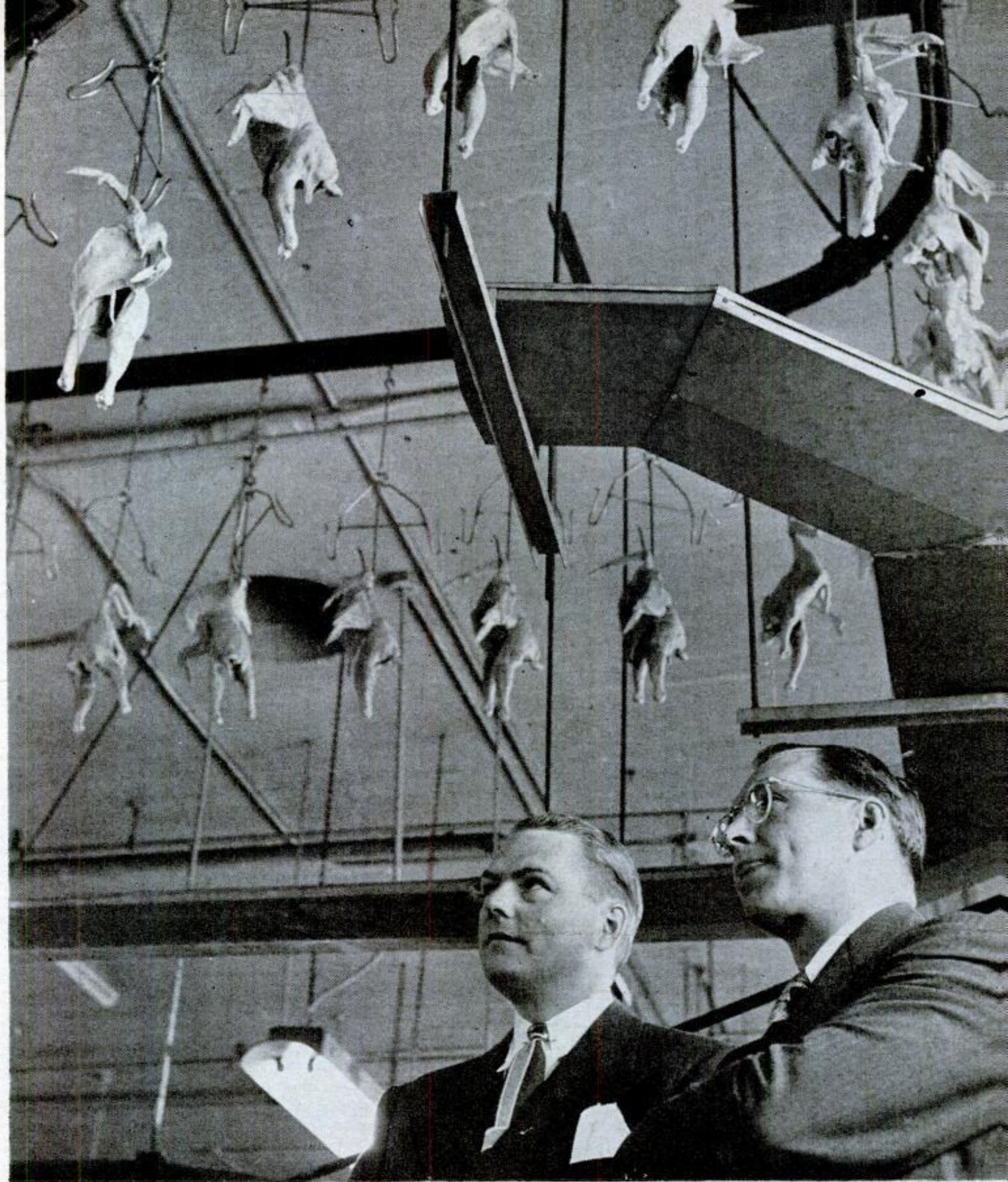
NEW HOMES are being built by Partners Ed Foster (left) and Louis Smetana, who started this after their Army service. They specialize in neat \$8,000 homes, want to go into industrial building.



plied the government with 96 million gallons of 190-proof alcohol made from off-grade, inedible grain. Welsh feels that alcohol, from which plastics, rubber and fuel for alcohol motors of the future can be made, is answer to farm surpluses, perennial farmer's headache.

Airport Manager Milner (*below*) to Chemurgist "Roy" Welsh (*above, center*).

Welsh has already made chemurgy a leading part of Omaha's industrial life with his big, grain-fed alcohol plant. He hopes the government-owned plant may presently become a model in which other industrial uses for farm products may be developed. He also hopes to establish an institution for research in chemurgy and he has financed some private research already. He is a close friend of Atomic Scientist Reuben Gustavson, new chancellor of the University of Nebraska, who



CHICKEN PROCESSORS, C. A. Swanson & Sons, who claim to be the biggest in the world, use production-line techniques to quick-freeze and can chicken. Above: Brothers Clarke (*left*) and Gilbert Swanson

watch a production line in their Omaha plant, one of five. Swansons originated a technique for canning raw chicken and then cooking it. Their dream is to get canned chicken down to the popular-price level.

is working to make chemurgy a major study there. Both dream of scholarships in chemurgy for Nebraska youngsters who will return to the land and put their new knowledge to work. Others are also planning for Omaha and Nebraska youth. Ak-Sar-Ben (Nebraska spelled backward), made up of some 10,000 civic boosters, operates a huge coliseum and Nebraska's biggest race track and spends its profits to give Omaha and Nebraska toll-free bridges over the river to Council Bluffs, livestock and produce improvement and aid to the 4-H clubs (*next page*).



AIRPORT will have eight runways instead of present five if Manager William Milner's dreams are realized. Meanwhile alfalfa (*above*) and corn are raised profitably on the landing strips-to-be.



NEW CHURCH is planned by Pastor Albert Burroughs (*above*) and his congregation. It will cost \$100,000, rise on the site of this plot, which is now a vegetable garden. Pastor Burroughs' present church is a 100-seat structure, necessitating two services on Sunday to accommodate congregation.



NEWSPAPERMAN Henry Doorly publishes Omaha's one newspaper, the *World-Herald* with both morning and evening editions. Doorly inaugurated the plan, editorializes for its success.



THREE GENERATIONS of Busekists, who work their 200-acre farm in the Elkhorn River Valley near Omaha,

line up before the cattle pen. They are (from left) Charles Busekist, 75, and his wife, 70, their daughter-in-law and

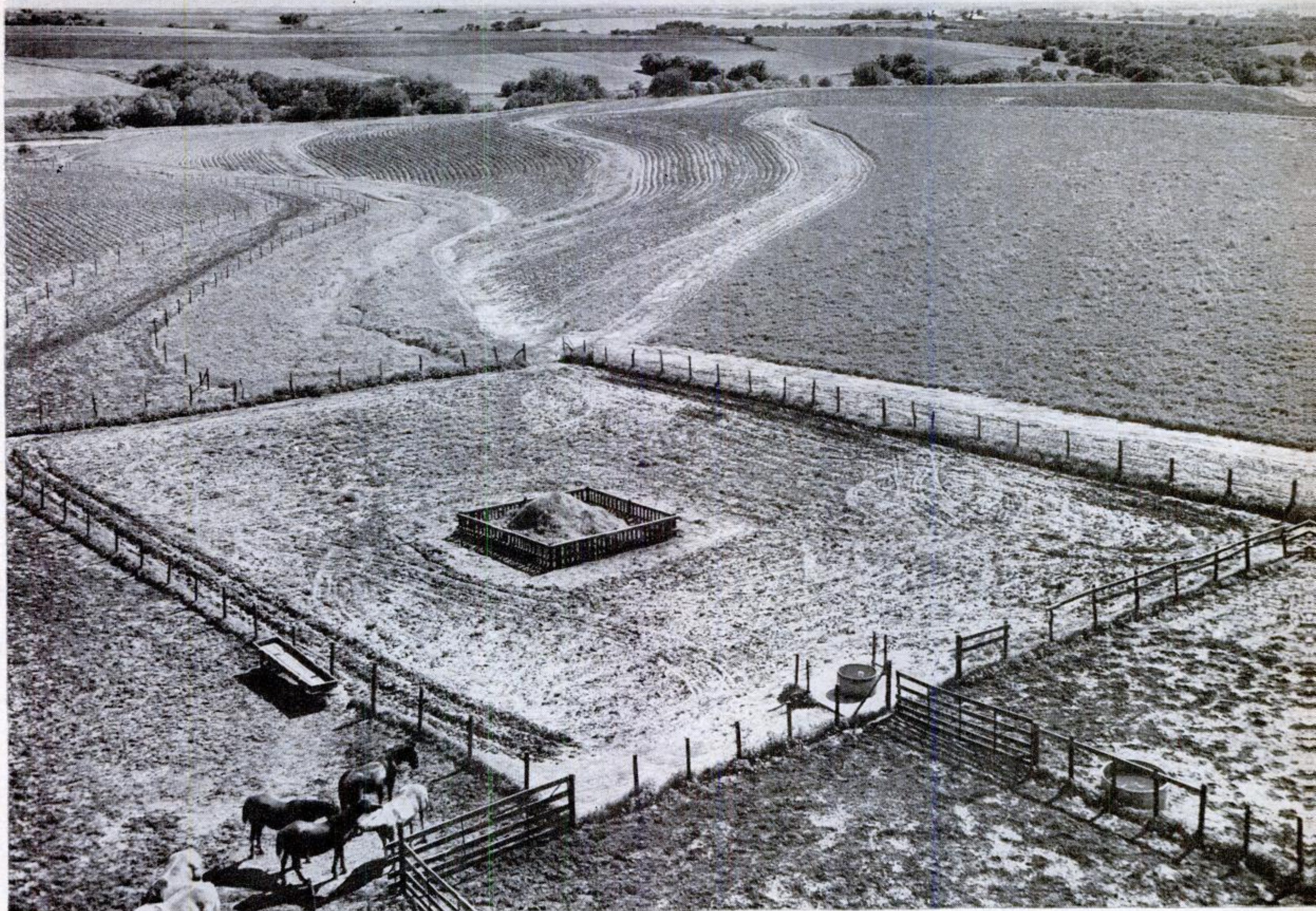
son Henry, and Henry's children, Carrol, 16, and Gerald, 14. Charles came to this country from Germany in 1888.



BABY BEEVES he raised as 4-H'er last year netted Gerald \$2,200, a championship and two ribbons at fairs. Gerald, who loves the farm, dreams of someday being a stockman.



"JOLLY COOKERS" are a group of little 4-H girls near Valley, Neb. who are learning cooking, will exhibit at fairs. Last year, as "Snappy Snippers," they learned sewing.



SIBBERNSEN FARM is laid out to prevent erosion. Hill of alfalfa (right background) holds water, as does terraced strip at its left. In center background are other crops

contour-planted to hold water, and to their left is a grass

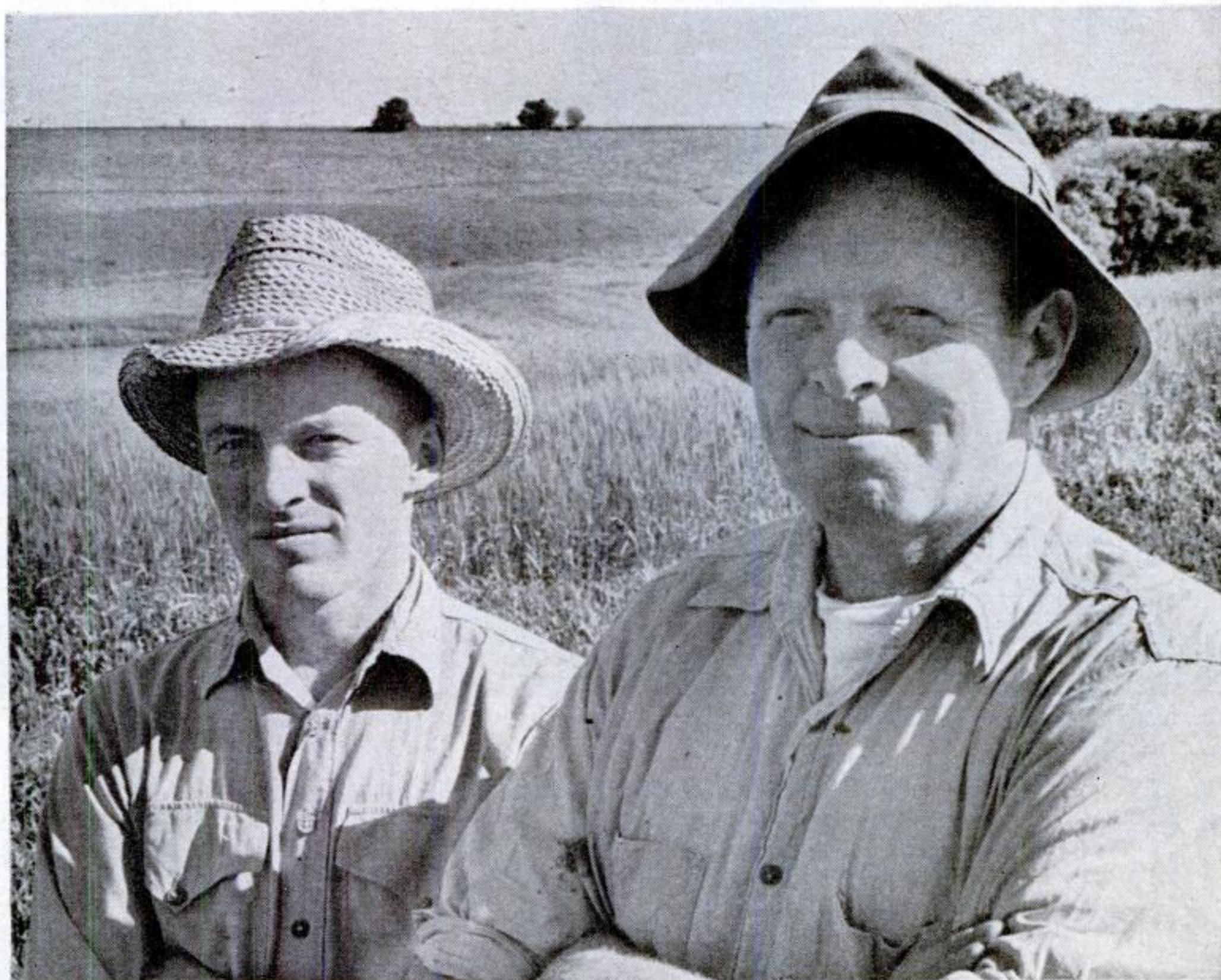
waterway which leads water down into dammed-up pond (left rear). In center foreground is feeder lot for their cattle.

SOIL AND SONS

Nebraska is working and planning for the future of its twin assets

Nebraska has learned that its most precious possessions are its children and its land, on which cities like Omaha so greatly depend. It is working as never before for the future of them both. Farm children are being taught scientific agriculture and modern culinary art in 4-H clubs. Nebraska has had 25,000 youngsters enrolled in 4-H work at one time under its county agents. Time and money are contributed by individuals and organizations like Ak-Sar-Ben.

Soil conservation has been plugged mightily by Omaha *World-Herald* Publisher Doorly, whose monopoly newspaper at times has bored urban Omahans with its many articles on the need for saving Nebraska's rich but eroding soil. His thesis: "Everything we have comes from the land or the sea." Partly because of his campaigning some farms are practicing the contouring, terracing, waterway-making, strip-cropping and crop rotation which will preserve their land and raise its output. Word is spreading that the newfangled techniques are practical, and many a once-suspicious farmer is now applying to the Department of Agriculture for the advice which will make his land a richer heritage for his children.



WELL-TO-DO FARMER SIBBERNSEN (right) pioneered soil conservation on 800-acre farm he has lived

on for 21 years, says it increased yield 35%. Son Albert (left) was Navy flier in war, but has returned to the farm.



IN OMAHA'S WELL-KNOWN FONTENELLE HOTEL WHERE HE NOW LIVES, 79-YEAR-OLD GOULD DIETZ SITS IN THE BAR BEFORE A FLUORESCENT MURAL OF THE CITY

THE BUSINESSMAN

Solid citizens like Gould Dietz are doing their share of the work

Omaha's dream depends upon the businessmen. No city project can get anywhere without the support of men who control the wealth of the community. In Omaha these men have generally supported the plan. Many of them have also given their time, working on the city's many new committees. Without this moral support from the city's practical businessmen, Omaha's dream could never come true.

Gould Dietz (above) represents the type of capi-

talist that has helped build cities like Omaha. He was born in Iowa, came to Omaha in 1883 and made a fortune in lumber and coal. He has been around the world four times and once sent two lions from Africa to President Coolidge. Dietz has been interested in aviation ever since he met Glenn Curtiss in Paris in 1903. So Dietz's big contribution to Omaha's Dream is to help build up the city's airport into one that will be a model for the rest of the country.

National Woman's Party

The Present Campaign for Equality of Rights for Women

BOARD OF EDUCATION
SCHOOL DISTRICT OF OMAHA

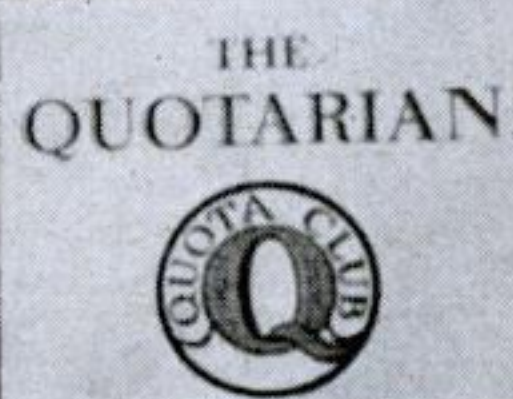


Community Welfare Council

YOUNG WOMEN'S CHRISTIAN ASSOCIATION



WOMEN'S INTER-CLUB COUNCIL
OMAHA, NEBRASKA



OMAHA IMPROVEMENT COMMISSION
506 CITY HALL
TELEPHONE ATLANTIC 9122
OMAHA 2, NEBRASKA

ON SW

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CHARLES J. PETERSEN
MRS. SIDNEY W. RILEY
ROBERT H. STORZ
ALBERT M. WITZLING
RUSSELL J. HOPLEY
ADVISORY MEMBER
HARRY I. DODSON
MANAGER



MRS. SIDNEY SMITH POSES AGAINST A BACKGROUND OF EMBLEMS AND LETTERHEADS REPRESENTING THE 10 CLUBS AND ORGANIZATIONS TO WHICH SHE BELONGS



MRS. SMITH (CENTER) MEETS WITH WELFARE GROUP



SHE ACCEPTS DISH AT INTER-CLUB COUNCIL BUFFET



SHE HAS ANOTHER LUNCHEON WITH SCHOOL BOARD

THE CLUBWOMAN

Energetic ladies like Mrs. Smith
are keeping the program jumping

The dream also depends upon the women. Mrs. Sidney Smith (above) is perhaps the busiest woman in Omaha. She is a member of 10 local clubs and organizations. Despite a terrifying list of titles, she is no busybody but a dignified, unruffled woman who somehow finds time to keep a spotless household for her husband, who is a court reporter. Because the Smiths have no children and because her husband willingly helps her with the housework,

she has time for countless meetings and luncheons. She contributes her efforts to everything from the Board of Education to the Camp Fire Girls. She also chaperones outings for a group of girls called the Atomic Gals. Mrs. Smith has one paying job, secretary to the Omaha Improvement Commission, the mainspring of the city plan. Omaha's dream could not come true without the tireless energy of Mrs. Smith and hundreds of other clubwomen like her.



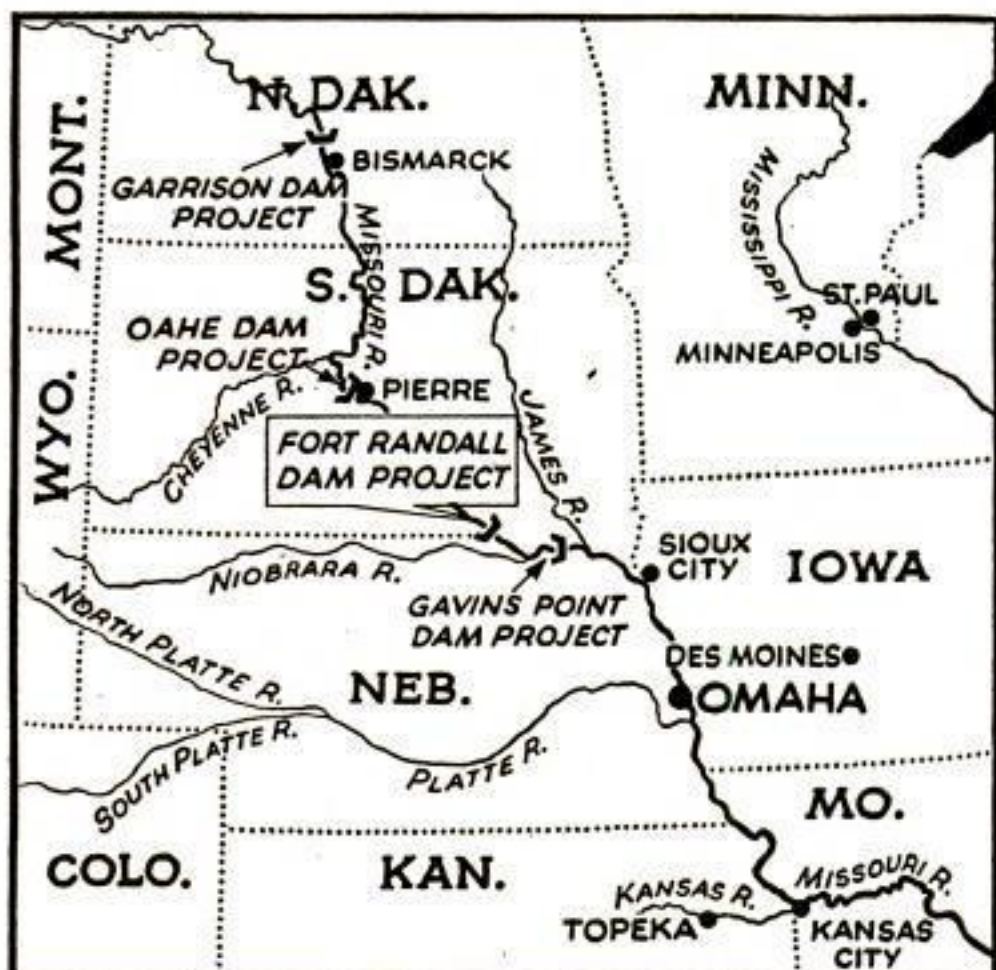
LEWIS PICK DREAMS OF HARNESSING THE MISSOURI

THE BIGGEST DREAM

An Army engineer leads a campaign to tame the great Missouri River

The dream that dwarfs all the others is already being fulfilled out on the wide Midwest plains (right). It is the dream of a tough, practical-minded Army engineer. It takes in not just Omaha, not just Nebraska but one sixth of the country.

Brig. General Lewis A. Pick (above) built Burma's famous Ledo Road during World War II. Now he says, "I mean to control all the water of the Missouri River." This is some dream. The Missouri, draining 530,000 square miles, is one of the most destructive rivers in the U.S. General Pick intends to restrain it with 105 dam and reservoir projects, divided between his Corps of Engineers and the Bureau of Reclamation. It is a gigantic project, one that will take at least 10 years. But when it is at last completed, 5 million acres will become rich, irrigated farmland. Electricity will come into the homes. Most of all, the violent river will not be able to cause the destruction it has this spring. Instead the Missouri River, magnificent in its controlled power, will roll smoothly down through the flat plain country of which Omaha dreams of becoming the capital.



THE GENERAL'S CAMPAIGN covers Missouri and tributaries. Fort Randall has been abuilding for a year.



THE HIGH PLAINS and hills will hold a giant reservoir when Fort Randall Dam is completed. The dam, like

most of the others, will be made of earth, and the alluvial soil washed down by the river will make it even stronger.



This is the sort of open country that Omaha serves, the rich cornlands near the river, the wheatlands, and the

sand hills leading upward to the blue mountains. And over them hang the towering thunderheads, golden long

after the sun has set, flashing with lightning, reflecting both the violence and the beauty so common to the great spaces.

A FOURTH OF JULY MESSAGE

from

GENERAL DOUGLAS MACARTHUR

America's spiritual values—long the subject of Independence Day orators—are this year making their impact on all the world. LIFE, therefore, asked General MacArthur, illustrious representative of the U.S. abroad, to write this editorial.

HEADQUARTERS OF SUPREME
COMMANDER OF ALLIED POWERS
TOKYO, JAPAN

LIFE has invited me, as an American standing on distant shores, to discuss the underlying significance of the Fourth of July and the events which it commemorates. I have been somewhat reluctant to do so as those ideals which form the pattern of our way of life are firmly rooted in the hearts of the American people from early age. Actuated by the thought, however, that perchance we who temporarily stand among an alien race of spiritual growth stunted by long tenure under the physical, mental and cultural strictures of feudalistic precepts—the very antitheses of American ideals—may see in contemporary events a more comprehensive significance than was either envisaged by their architects or is even now fully comprehended by Americans at home, I am emboldened to comment upon the international significance of the impact of the American concept of human relationship upon the fabric of civilized society as we here view it from distant shores.

Throughout the span of our national history we have thought of those rights and privileges and immunities, protections and equal opportunities, which have since our country's birth been safeguarded for us, as things peculiarly American. Content to live by the sacred tenets of freedom passed on from generation to generation, and to defend them in the forum of public debate or by the sword in the field if necessary, we have given little thought to the reality that our growth as a people, the development and progress of our free institutions, and the spiritual, physical and material strength which we as free men have mustered to repel every threat of destruction has had a profound and lasting influence not only upon our own lives but upon the entire human race as well.

Our experience in the Philippines and in the more recent reformation of Japanese life, where in reshaping the lives of others we have been guided by the same pattern from which is taken the design of our own lives, offers unmistakable proof that while American in origin and American in concept, these tenets underlying a truly free society are no less designed to secure, preserve and advance the well-being of one race than of another—and given the opportunity to take root in one society they will flourish and grow as surely as they will in any other society. The lesson from past and contemporary events is that they are no longer peculiarly American but now belong to the entire human race—and that their firm adaptability to the pattern of human life is by no means governed by ethnological considerations. The term "democracy" is now being subjected to conflicting connotations but American democracy for nearly two centuries has emerged triumphant from the successive crises of war and peace—and in every test it has established its soundness in comparison with every other philosophy which has governed the lives of men. A spiritual force whose purity of purpose is doubted by none, it has demonstrated in the American experience of blending men of all races and cultures into a composite whole that it can thrive in any heart and

34



In the inception of Japan's reformation many voices were raised against the planned implantation here of ideals and principles and standards underlying American democracy. It was contended that Japanese tradition, Japanese culture, and Japanese experience would not permit their assimilation in Japan's redesigned social system. Never was a statement more erroneous and unrealistic. For those very things which have supported Japan's past are responsible for the tragedy of Japan's present, and those very things which have supported America's past are no less responsible for the strength of America's present. This is well within the knowledge of the average Japanese citizen who is reaching out to understand and embrace those same concepts which have brought individual and collective strength, dignity and security to the American people—and once the process of assimila-

tion has been completed, the Japanese may be expected to adhere to, cherish and preserve this new way of life.

The world has just emerged from the convulsive violence of war in which all humanity has been engaged or felt some impact. Now it struggles to adjust itself to the realization of peace. War's genesis lies in the despotic lust for power—frequently its rallying media for intense nationalism renders it the last refuge of the despot whose power is threatened from within. Never has it originated in the voluntary action of a free people; never will a free people voluntarily associate itself with the proposition that the road to peace and well-being and happiness lies through the crucible of war.

In the struggle for peace in which we are now engaged, the world finds itself half enslaved and half free as the clash of conflicting ideologies continue to stir mankind. True, the guns remain silent, but silent they will not long remain if avarice and greed and lust for power continue to dominate human relations, and the efforts of peoples who desire to live in peace and harmony with others and to erect a higher plane of civilization for the future are thwarted at the councils of the nations of the world by individuals or minorities, out of step with human progress, who would risk civilization's destruction rather than yield in their lust for further and more absolute power—intolerant of the rights of others in denying the very essence of human justice. Peace will be retarded and the imminence of war advanced, so long as despotism governs men's lives and reaches out to bring the lives of other peoples within its orbit of human enslavement—so long as the individual or the few, by the threat or application of force, may control the lives and destinies of the many—so long as knowledge is perverted and personal liberty suppressed.

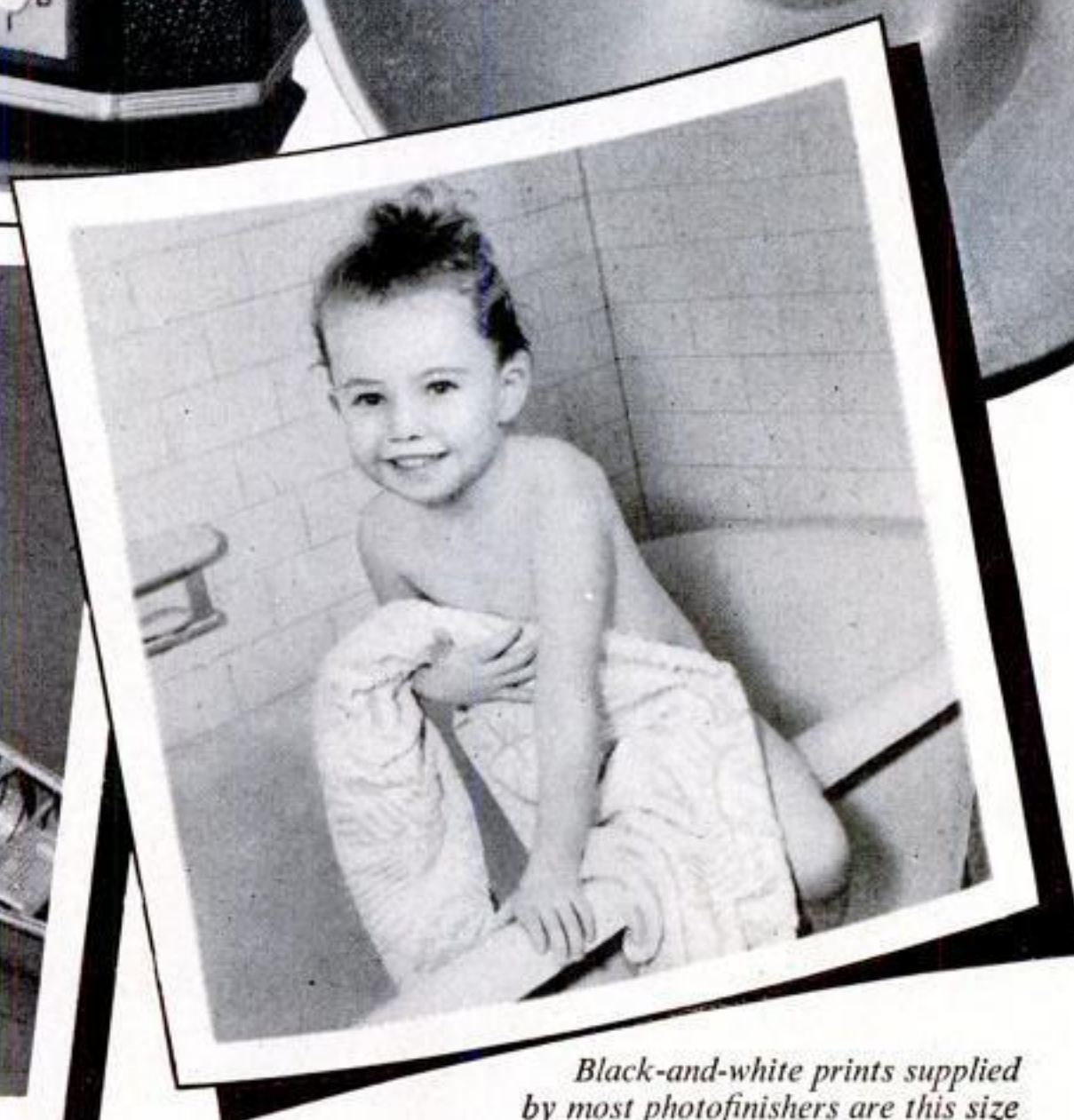
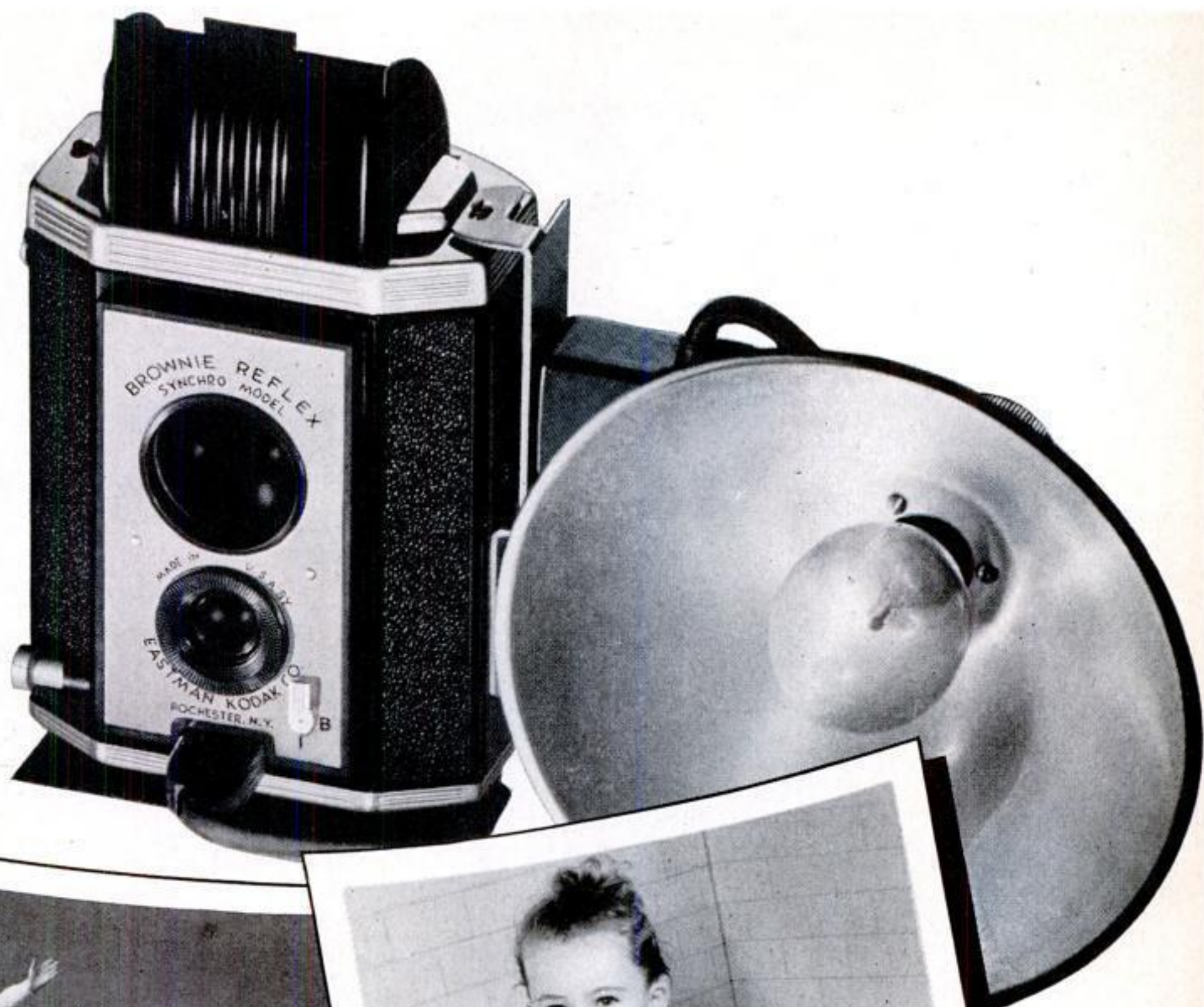
It is for us in this era of confusion and uncertainty following the cataclysm of history's most violent struggle, calmly to reformatory our lives and free institutions by rededication of ourselves to those ideals and principles and human standards which have guided our progress as a people; and while always mindful of our own business, fearlessly to discharge our responsibility to others, that by example we may point the way to a peaceful world of workable human relationships. Therein lies the best hope for overwhelming those evil forces which now plague mankind and for real advancement in human progress.

Douglas MacArthur

The Amazing Brownie Reflex

...Makes splendid black-and-white snapshots outdoors, and—
with accessory Flashholder—
indoors as well...
day or night

Full-color
snapshots, too



Black-and-white prints supplied by most photofinishers are this size (negatives are 1 7/8 x 1 3/8)



Kodacolor Prints are this size

And good pictures were never simpler. You get them exactly as you want them, because you see your snapshot—actual size—bright and clear—before you take it



Brownie Reflex, Synchro Model

It's hard to believe, but it's true. This simple Brownie gives you wonderful snapshots indoors as well as out . . . day or night. Full-color snaps, too, on Kodacolor Film—in bright, direct sunlight, or indoors, at close range, with blue flash bulbs. The reason they're so good is that you get a full-size preview in the big, brilliant finder. Brownie Reflex is synchronized for flash and is supplied with or without Flashholder . . . EASTMAN KODAK COMPANY, ROCHESTER 4, N. Y.

Color and "flash" shots with these models, too...

Kodak is making more cameras than ever before, but the demand is greater, too. Consult your dealer.



Kodak Vigilant Junior Six-20, Kodet lens—Capability at unusually moderate cost.



Brownie Flash Six-20 A favorite everywhere. Available with or without Flashholder.



Kodak Bantam (f/4.5) Smallest of Kodaks, expert in color or black-and-white.



Kodak 35 (f/3.5) with range finder—built to highest precision standards.

Kodak
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How to make it a cool 90 in the shade

THE WAY TO DO IT is to mix yourself a Four Roses Mint Julep.

For, on a sultry summer's day, there's nothing quite so cooling and refreshing as the frosty, mint-fragrant perfection of this noble drink.

Four Roses, famed as the *perfect* Julep whiskey, gives a Mint Julep a distinctive, flavorful magnificence such as you've never known!

How to make the world's finest Mint Julep

Take a few sprigs of fresh, tender young

mint. Cover with powdered sugar and enough water to dissolve sugar. Crush the mint (or simply stir it). Place the mixture in bottom of tall glass and fill with shaved ice.

Then pour in that matchless whiskey, Four Roses, until glass is brimming. Garnish with mint and let stand till frost forms thick.

Fine Blended Whiskey—90.5 proof, 40% straight whiskies 5 years or more old, 60% grain neutral spirits.

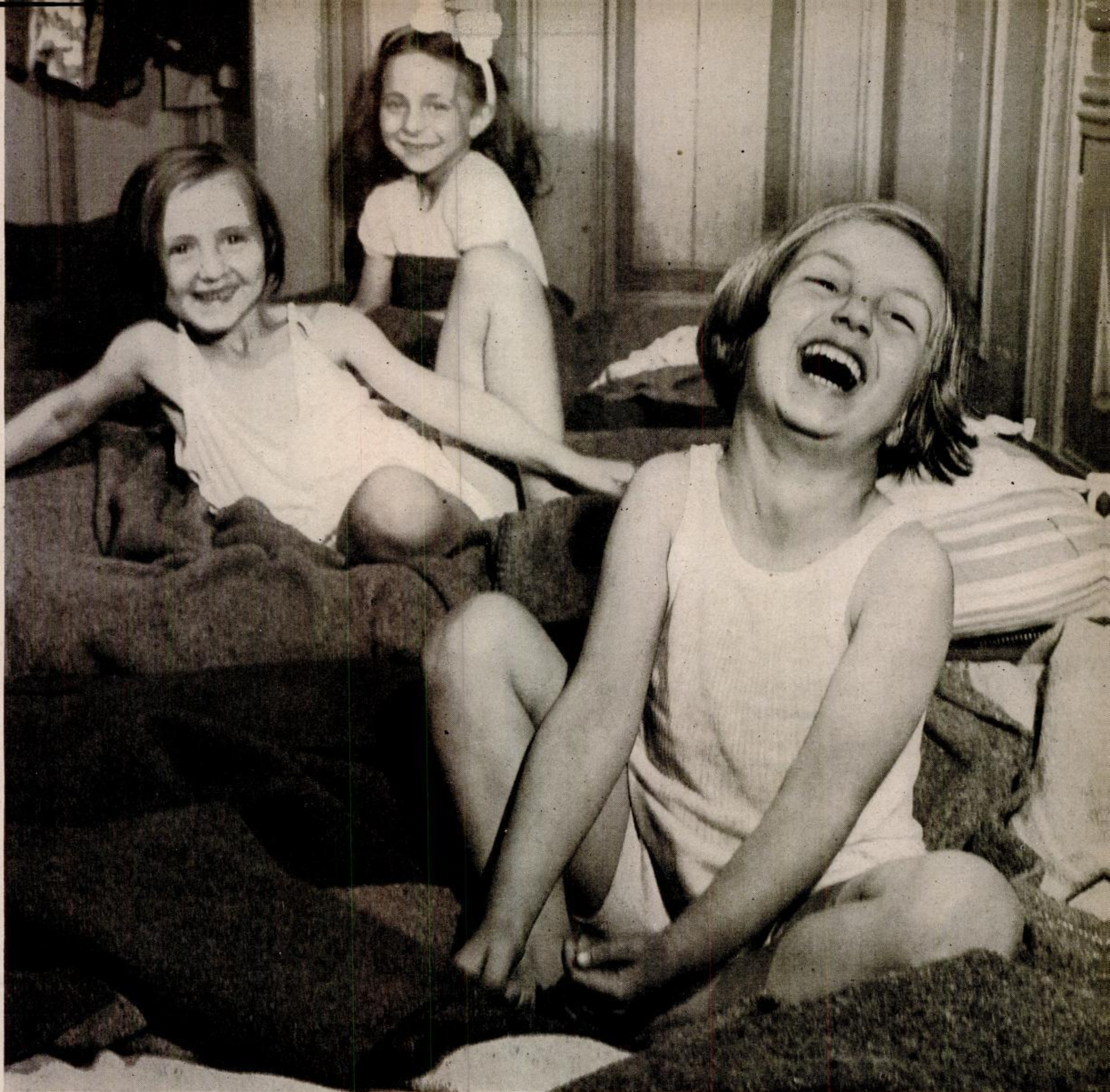
FOUR ROSES



AMERICA'S MOST
FAMOUS BOUQUET

Frankfort Distillers Corporation, New York.





THREE DELIGHTED FRENCH GIRLS IN AMERICAN-SUPPORTED CHILDREN'S HOME STRETCH OUT IN OVERSIZE AMERICAN UNDERWEAR WHICH DOUBLES AS PAJAMAS

AMERICAN BOUNTY

In many big and little ways the U.S. shares its riches by sending relief to the people of an impoverished world

Out of its great bounty, which the war seemed not to diminish but to increase, America has sent abroad food and clothing and material which, though it has not brought ease to a disaster-struck world, has for many millions of people meant the plain difference between living or dying. Through UNRRA, which was disbanded last month, the U.S. gave \$2.5 billion in relief to foreign countries. But the people of foreign lands knew America's bounty better through the things brought to them by private relief agencies. The little French girls (above), given a desperately needed few weeks in a

rest home, laughed at the kindly meant hand-me-down underwear which proved a little too big. The French family (*next page*) who had a new house but no way to move into it, was quietly grateful to the young Quakers who came around with a truck to cart the furniture. American cows were received in Italy with public celebration (*p. 40*) and American clothes in Japan with pleased but rather mixed emotions.

The aid arrived abroad in individual packages of food sent directly or channeled by the shipload through agencies like CARE. It came as payment

for plastic surgery on bomb-scarred children, as bicycles for ministers and new stained glass for Canterbury Cathedral, in the device of "adopting" children or families or whole villages. But Americans sitting in the freedom and dreams of their pleasant land still had an enormous job ahead both in the grand-scale sending of money and food and the small chores of charity, like hunting down old clothes. This spring's annual housecleaning, on which relief agencies rely, fell far short of providing shoes, shirts and sweaters without which the world will not be warm enough this coming winter.

HOW IT CAN "RAIN" INSIDE YOUR WATCH

Scientists explain why
millions of mainsprings break,
and one kind doesn't

"Ping" goes the mainspring! It happens in so many watches! Rust is the reason. High humidity with a sudden drop in temperature can cause condensation of a droplet of moisture inside the case... like a miniature rainstorm. A tiny pin point of rust begins on the mainspring. And there, microscopes show, is where the spring breaks.

The finest steel mainspring ever made will rust. But now comes Elgin's miracle mainspring: DuraPower*. Made from an entirely new alloy, it will not rust. And it retains its original resiliency indefinitely, gives a steady flow of power for lasting accuracy.

Hailed as the most important watch-making development in over 200 years, Elgin's DuraPower Mainspring eliminates 99% of repairs due to carbon steel mainspring failures. Only Elgin Watches including Lord and Lady Elgins and Elgin DeLuxe have the exclusive DuraPower Mainsprings, and at no extra cost. Also available at repair shops for replacements in many previous Elgin models. Look for the symbol "dp" on the dial. Elgin National Watch Co. Elgin and Aurora, Ill.; Lincoln, Neb.

*Patent Pending



"My choppers need to chew!"

He knows what he needs — and that's Milk-Bone! Hard and crunchy, Milk-Bone Biscuits give him the sport of a real bone...the chewing exercise that helps to keep his teeth and gums healthy. Double-purpose Milk-Bone is also a wholesome dog food...contains essential food elements, vitamins and minerals. Ask your dealer for Milk-Bone today.



Milk-Bone Biscuit contains nutrients your dog needs: Vitamins A, B₁, B₂, D and E... Meat Meal... Fish Liver Oil... Whole Wheat Flour... Minerals... Milk

NATIONAL BISCUIT COMPANY

American Bounty CONTINUED

QUAKERS MOVE FRENCH FAMILY



IN MAKESHIFT HOME eight members of Louis Boleré's family in Saint Nazaire, France await moving van owned by U.S. Quakers. Bombs drove Bolerés out of house in 1943 to this windowless room in which they all lived together.



FURNITURE lines the path to waiting truck. Quakers of Friends Service Committee have moved 400 families to new homes built by the French government after discovering houses remained vacant for lack of transportation.



AT NEW HOUSE the Bolerés thank Truck Driver Roger Craven of Seattle, Wash. for moving them. Craven went to France after he was released as conscientious objector. For truck, Quakers charge fee of 1,500 francs. (\$12.60).

"I should Worry
I should care"



Even a millionaire can't have more perfect toilet bowl sanitation than you can. Sani-Flush gives you complete cleanliness and odorless freshness by its thorough, disinfecting chemical action. Cleans away stains and film where germs lurk... is quick, easy, sanitary. There's no work. Just sprinkle Sani-Flush.

Safe with septic tank systems. Effective in hard or soft water. Sold everywhere. Two convenient sizes.

Sani-Flush

USE

TWICE
A WEEK



IF YOU HAVE A SEPTIC TANK

You'll be interested in a free, scientific report that proves Sani-Flush will not injure septic tanks or hinder their action when used to clean toilet bowls. Address The Hygienic Products Co., Dept. 217, Canton 2, Ohio.

For the convenience of LIFE's non-subscribing readers: a subscription coupon is included in the front section of this issue.

YOU NEED THIS FAST-ACTING AGENT TO relieve misery and kill cause* of ATHLETE'S FOOT

Helps
Guard
Against
Re-Infection!



Here's a product that really does what it claims. It's a Doctor's wonderfully soothing yet powerfully medicated liquid called Zemo. First applications relieve itching and burning between cracked, peeling toes and aid healing. Zemo actually kills on contact the germs* that commonly cause and spread this trouble. That's why Zemo has such an amazing record of continuous success. First trial convinces. Buy Zemo at any drugstore.

ZEMO

35MM FILM FINE GRAIN

DEVELOPED, VAPORATED & ENLARGED...

36 exposure roll of film processed and enlarged to 3 x 4 inches for only...

8 exp. rolls enlarged to approx. 2x neg. size 35¢

Ask for FREE Booklet Magazine, "Pictures"

MINILABS INC. BOX 485 Englewood, N. J.

CONTINUED ON PAGE 40

Are you really
sure of
your present
deodorant?
Test it against
New Perfect
Fresh

See if New
Perfect **Fresh**
isn't the most
effective
cream deodorant
you have
ever been able
to buy

Never before in History!

But now **Fresh** brings you a new fluffier,
creamier deodorant . . . to give you carefree
underarm protection even on hottest days.

Only **Fresh** can give you this patented
combination of amazing ingredients in a new
deodorant that has never been made before.

New Fresh is the most effective cream deodorant
you have ever tried . . . we think you'll agree! Yet
your dresses are perfectly safe from rotting . . .
normal skin is perfectly safe from irritation.

New Fresh is delicately perfumed, and delightful
to smooth on. You'll find no gritty crystals or
annoying hard particles and it doesn't dry out in the jar.

But don't take our word for it—test it. Test New
Perfect **Fresh** today against your present deodorant—
see if it isn't the most effective—the most pleasant
cream deodorant you have ever been able to buy. Get
your jar of New Perfect **Fresh** now—for carefree
underarm protection even on hottest days. Available
at all drug and toilet goods counters.

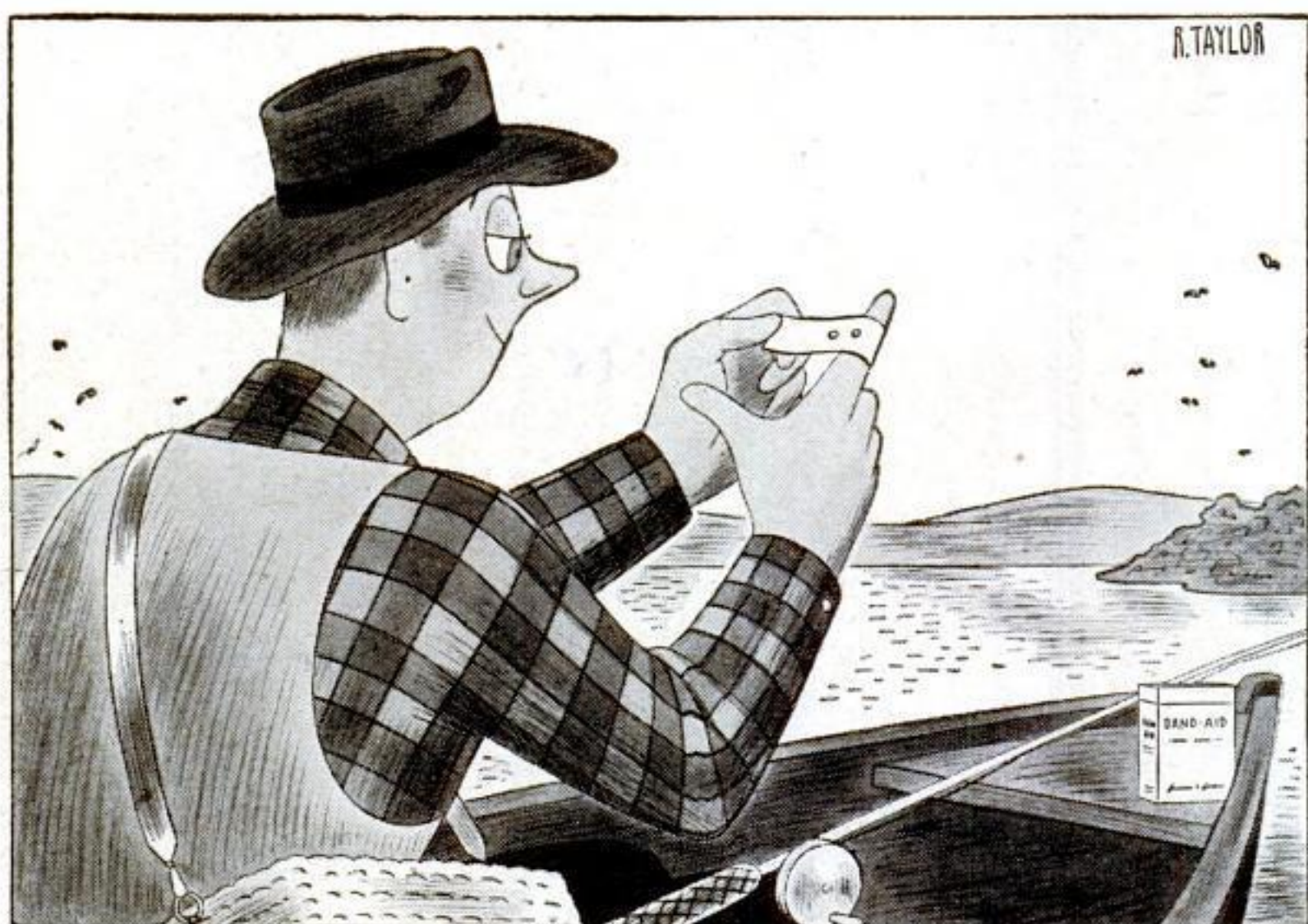


Be lovelier to love with new perfect **Fresh**

New Perfect **Fresh** comes to you at the same low pre-war prices...10¢, 25¢, 43¢, and new 59¢ economy size.



All fish aren't Trout!



**All adhesive bandages
aren't BAND-AID***

BAND-AID IS MADE ONLY BY Johnson & Johnson



Any tiny cut or blister can become infected. Never take a chance!

Cleanse the hurt properly. Then put on a BAND-AID Adhesive Bandage. It comes to you sterile; keeps out dirt; helps prevent infection, avoid irritation.

3 out of 4 families use BAND-AID Adhesive Bandages. Four times as many doctors recommend BAND-AID as any other adhesive bandage.

Keep one box at home—one at work.

*BAND-AID is the registered trade-mark of Johnson & Johnson for its adhesive bandage.

American Bounty CONTINUED

ITALIANS WELCOME AMERICAN COW



GIFT HEIFER from U.S. is decked with garlands on its arrival in the bombed-out Italian town of San Pietro Infine. Cow was sent by the Church of Brethren Service Committee to help Italian farmers fill out their war-depleted herds.

JAPANESE TRY WESTERN CLOTHES



DISCARDED DRESS from U.S. is bashfully modeled by Mrs. Take Kasuga, who lives in a Tokyo old ladies' home. None of the women shown here had ever owned Western dresses, which are so short that Oriental slips show.

GET IN THE SWIM!

"fresh up" with Seven-Up!



SHARE WORK . . . SHARE FUN—BE A "FRESH UP" FAMILY!

Discover, as *all* "fresh up" families do, the *extra special* fun in doing things together. And discover, too, the deep-down enjoyment of a "fresh up" with 7-Up. It's America's *home* drink. Clean-tasting . . . completely wholesome . . . a real thirst-quencher—that's 7-Up.

Be a "fresh up" family. And as you live your happy lives together let crystal-clear 7-Up add to the fun. Order where you see those eye-catching 7-Up signs.

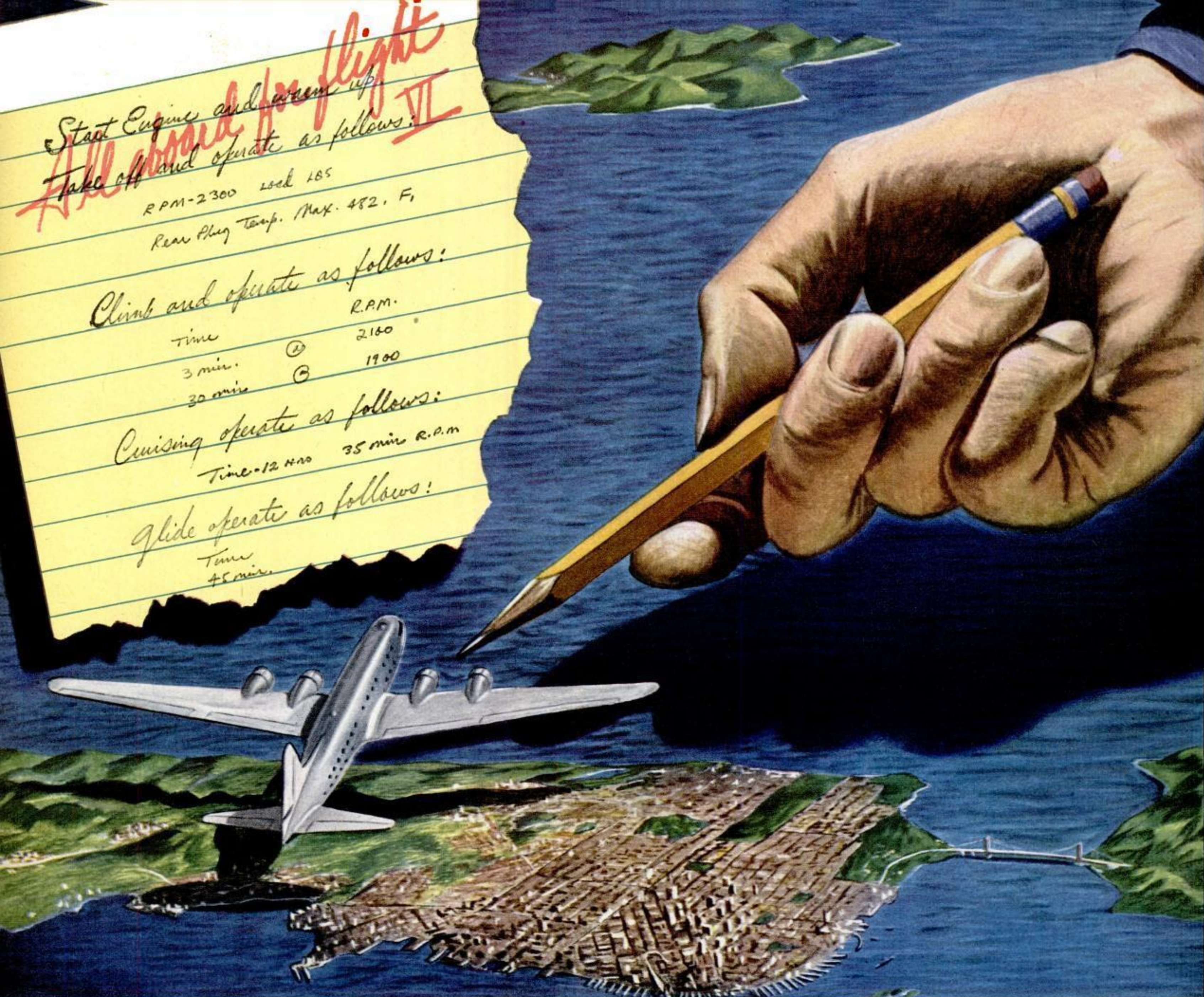


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YOU LIKE IT...IT LIKES YOU!



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Flight VI to Hawaii ... INDOORS

● The airlines—and the world—are to have the benefit of a new, greatly improved type of aviation engine oil, AeroShell Oil D. It represents an advance in lubrication equal to the advances of recent years in aircraft engine materials, design, and operating experience.

By blending new fortifying agents with the finest of petroleum "base stock," Shell scientists have eliminated or greatly reduced lacquer and carbon deposits—bringing improved engine performance with less frequent overhaul.

Flight after flight, these research men "flew" to Hawaii behind the doors of their engine laboratories—to measure and prove their progress every step of the way. With full-scale engines they duplicated—minute by minute and hour by hour—the exact conditions of actual flights, as recorded in the log books of Hawaii-bound planes.

After each "flight," the engine was torn down, all parts given the complete treatment of precision

measurement and analysis . . . Oil formulas, literally dozens of them, were tried out. Of these, one showed outstanding advantages. But it was not until this formula went through many improvements that the Shell scientists finally had what they wanted:

Greatly reduced deposits of lacquer and carbon throughout the engine. Virtual elimination of flaking lacquer deposits on oil screens. Reduced oil consumption, because of less deposits in oil ring grooves and drain holes. Improved mechanical condition of piston rings, and longer service from exhaust valve guides.

CHECK! These laboratory engine findings have since been fully checked and confirmed in a long series of actual flight tests with Shell's AeroShell Oil D.

Development of AeroShell Oil D is only one research achievement by which Shell demonstrates leadership in the petroleum industry, and in petroleum products. Where-

ever you see the Shell name and trade mark, Shell Research is your guarantee of quality.

**Out of leadership in Research
... Shell X-100 Motor Oil**

You get a share of the advancing knowledge of Shell scientists when you have your automobile crankcase refilled with Shell X-100 Motor Oil.



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Incorporated

*Horizons widen
through
Shell Research*

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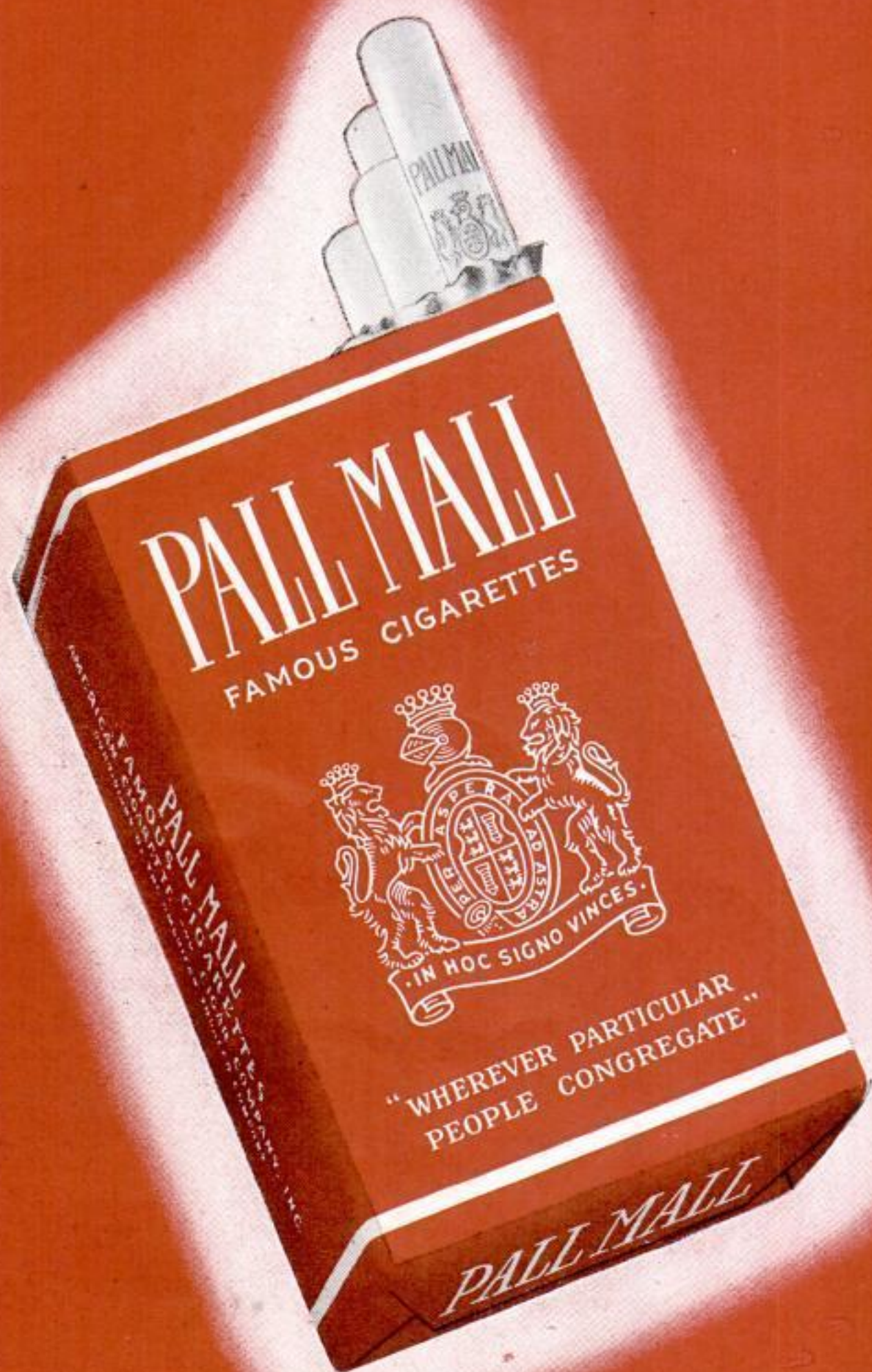
AT RIVERSIDE, CONN. YACHT CLUB, JOAN SCOTT WAVES SPARKLERS IN LINEN SHORTS AND SHIRT DECORATED WITH FIRECRACKERS. JULY 4 IS HER BIRTHDAY

PLAY CLOTHES

They are practical, versatile,
and ideal for the Fourth of July

For Americans everywhere Fourth of July is the send-off signal for the beginning of the holiday season. Whether spot selected is a sunny beach in California or near a cool New England lake or on the deck of a small sailboat, women vacationers usually get a good part of their holiday pleasure from showing off their new play clothes, some of them designed for strenuous activity, others for the so-called "spectator sports." This summer's play clothes, on which women will spend an esti-

mated \$200 million, are more colorful and versatile than ever. Slacks, shorts, dresses and skirts all come in cool, practical fabrics that are flattering to tans and functional in action. Blouses, shirts and summer sweaters are high-necked and long-sleeved in many cases, while shorts are as short as possible. Whether she chooses a \$2.95 pair of denim shorts or invests in a \$70 gardening dress, the American woman will celebrate July 4, 1947 looking prettier than she has in many a season.



Of America's leading cigarettes, PALL MALL—and only PALL MALL—is "Outstanding"!... For PALL MALL's distinguished length is the outward sign of a basic superiority. "Distance lends enchantment"—and the greater distance PALL MALL travels the smoke... filters it through PALL MALL's traditionally fine, mellow tobaccos... gives you outstanding smoothness... mellowness... mildness.

OUTSTANDING

*-and they are
mild!*

Play Clothes CONTINUED



BAGGY COTTON BLOUSE KEEPS OFF WIND AND SPRAY WHEN OUT SAILING



UNSHRINKABLE COTTON JERSEY HAS RED, WHITE AND BLUE STRIPES



LONG, TIGHT TUNIC LOOKS SMART BUT WILL BE MORE USEFUL ASHORE



TURTLE-NECK SWEATSHIRT, WHITE DUCK CAP ARE FINE FOR BOATING

TALL 'N FROSTY ICED COFFEE

... full strength this new easy way!



TRUST INSTANT MAXWELL HOUSE
to make better ICED COFFEE!



SO EASY! Just put 1½ tea-
spoons Instant Maxwell
House Coffee in a tall
glass. Dissolve in a small
amount of warm water.
Fill glass with cold water
and ice cubes . . . and
your delicious frosty
drink is ready!

**100%
PURE
COFFEE**

AND WHAT FLAVOR! The full-bodied roaster-
fresh flavor you'd expect from the world's
most popular blend of coffee! And that won-
derful flavor's *all there* . . . full strength . . .
heavenly rich! No fast-melting ice to dilute
it, because you use *cold* water!

MAKE IT ONCE, see how much *easier* it is!
Taste it once, see how much *better* it is! It's
your favorite Maxwell House blend all ready
for the glass or cup . . . and *Good to the Last
Drop!*

TIMESAVER TIP! For large quantity servings,
mix in pitcher, measuring coffee and water
according to number of glasses desired.

A Product of General Foods



The Maxwell House Blend

No other Instant Coffee like it!

This Pleasant Land

On the 171st anniversary of its independence, its people rejoice in its quiet beauty as well as its great strength



The Fourth of July, although it originated in the hot spirit of defiance and the powder smell of revolution, is a quiet holiday. In the small cities the crowds gather beneath bunting and flags to watch their parades. In the picnic grounds the orators sweat and strain to produce three cheers for liberty. Yet everywhere, as in the Cheyenne street scene on the opposite page, the crowds are in shirtsleeves and cotton dresses, relaxed, having a good, long, easy day, taking their liberty for granted, a little embarrassed by all the fancy talk. In the cool of the evening many Americans will express their unself-conscious patriotism in the thought, "This has been a pleasant day and this is a pleasant land." For in early July, on the nation's birthday, the land is at its best. The ice has long been out of the northern lakes, yet the summer's full fury has not yet descended on the countryside. America, as the color photographs on the following 12 pages show, is a land of vast, calm beauty and of people who are outdoors enjoying it.





The spirit

In New York harbor the Statue of Liberty, symbol of independence, stands guard over the nation, her appeal undimmed by the years which have put a patina on the copper of her classical features. Peering through her crown is a group which has gone out to pay homage to the Lady.



The memories

On the steps of the Jefferson Memorial in Washington the tourists pause to rest. Between the simple marble columns of the memorial can be seen the tall silhouette of Thomas Jefferson, lover of liberty, staunch friend of the common folk, eternal reminder that the land has produced great men.

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A quiet street

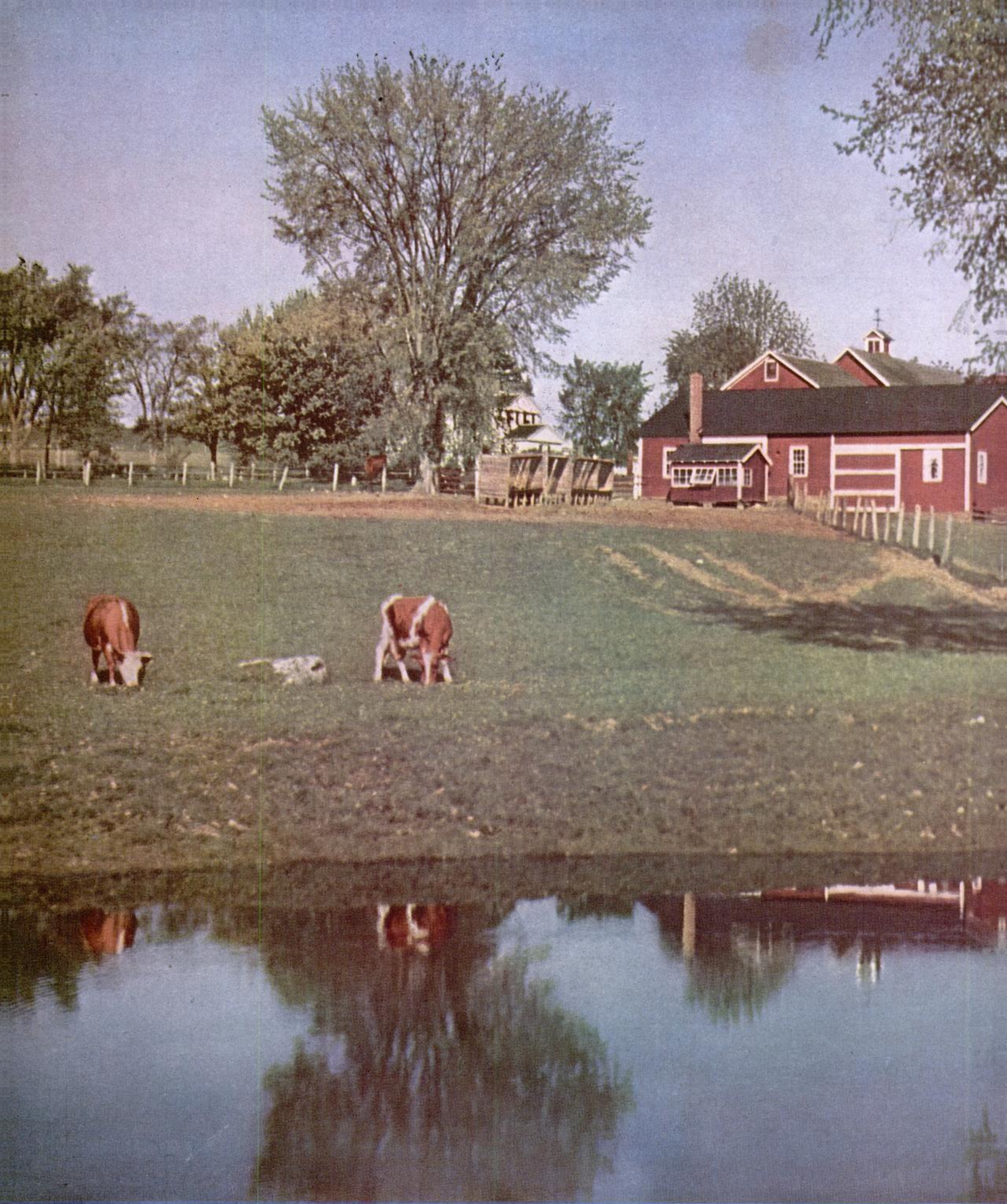
There are broad lawns and neat avenues in the land—and in California the hydrangea bushes blossom at the curbs and the eucalyptus trees cast their shade. Even near the bustle of big cities like San Francisco the little suburbs like St. Francis Wood (*above*) weave their spell of leisurely living,



forming a quiet haven for the city man's family, a meeting place for good neighbors, holding out the promise that the industry which makes America strong can somehow be reconciled with the open land and the growing things which make her beautiful. Not all Americans can yet live

in such pleasant surroundings. But there never has been another country, at any time anywhere in the world, where so many people could say with justifiable hope, "Such things may still be for me in my lifetime, or if not for me then at least for my children or my children's children."

CONTINUED ON NEXT PAGE



A placid farm

Across the countryside spread the farms—the New England cattle farms like this one in Connecticut, the great flat acres where the corn and hogs grow in Iowa, the little houses among the fruit trees on the West Coast. America was once a nation of farmers, and love for the earth still courses



nostalgically through the veins of even its city dwellers. All Americans can remember, out of their own experience or the tales of their grandparents, the calm and drowsy joy of an early summer in the open fields—the faraway tinkle of a cowbell, the buzz of insects in the meadows, the trim

buildings moist with the smell of hay, the magic of a robin's egg found by a small boy playing in the shade of an elm. And always in such scenes or their memories there is a pool like this one on whose unruffled surface the whole picture repeats itself, as if all the land's wonders came double.

CONTINUED ON NEXT PAGE



Men on parade

There is always the parade and always a band, like this one in Anderson, Ind., and many towns still call it the Silver Cornet Band. The name Silver Cornet has magic; it means class, and is the password to glory. Marching with the Silver Cornet Band a man—any man—becomes really somebody.



Boys' rodeo

In Cheyenne, Wyo. a youngster puts on spurs and rides a bucking calf while his comrades watch with tense faces this fierce imitation of adulthood. Thus do the nation's children find their own sure keys to glory in the play of the West's wide spaces or a "potsy" game on a city street.

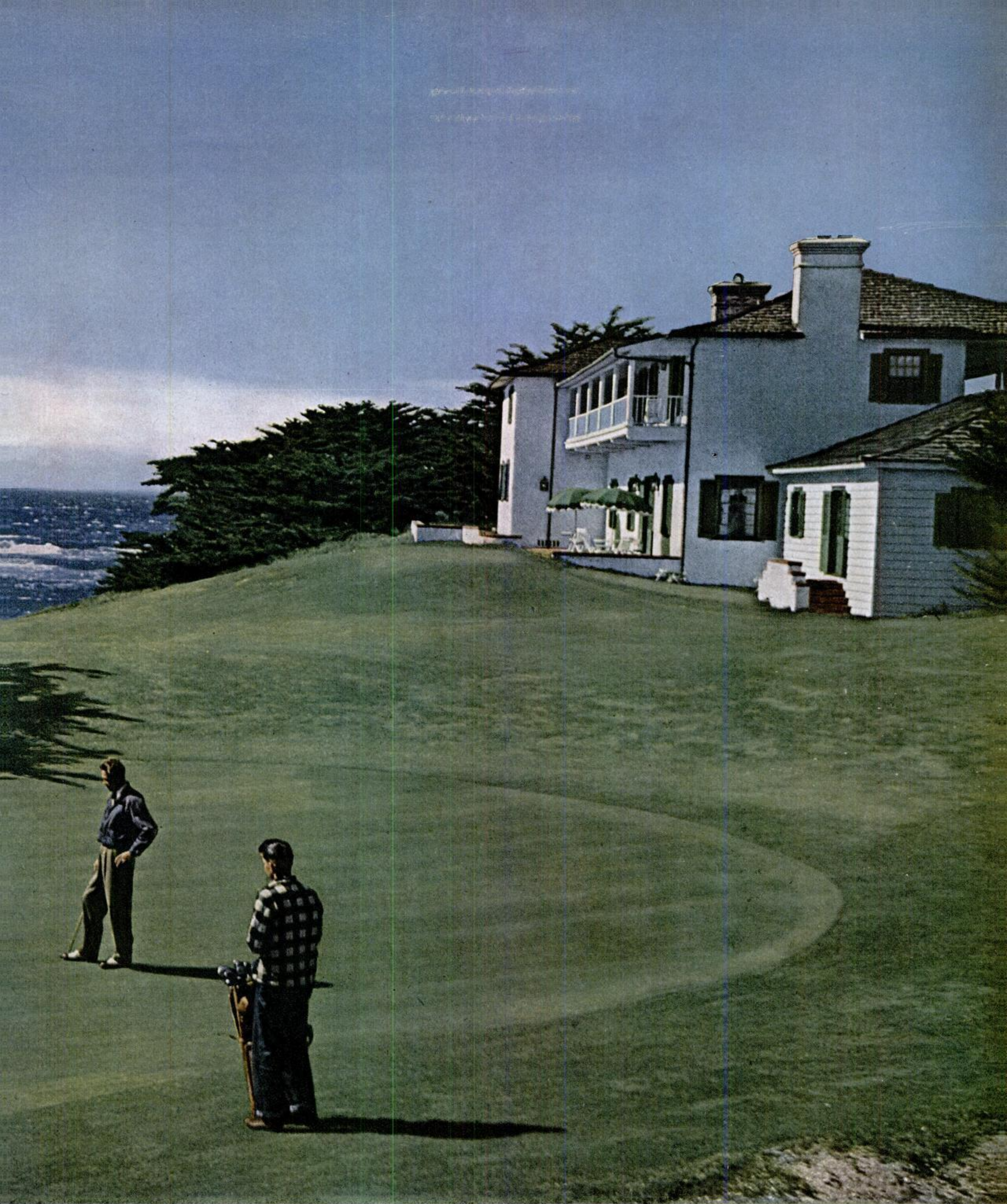
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The outdoors

Americans never have taken kindly to winter and life inside four walls. As soon as the weather permits they rush outdoors to a countryside whose face has been changed to fit their habits. The land has been cut into a rich pattern of golf courses like this scene at Cypress Point Club in

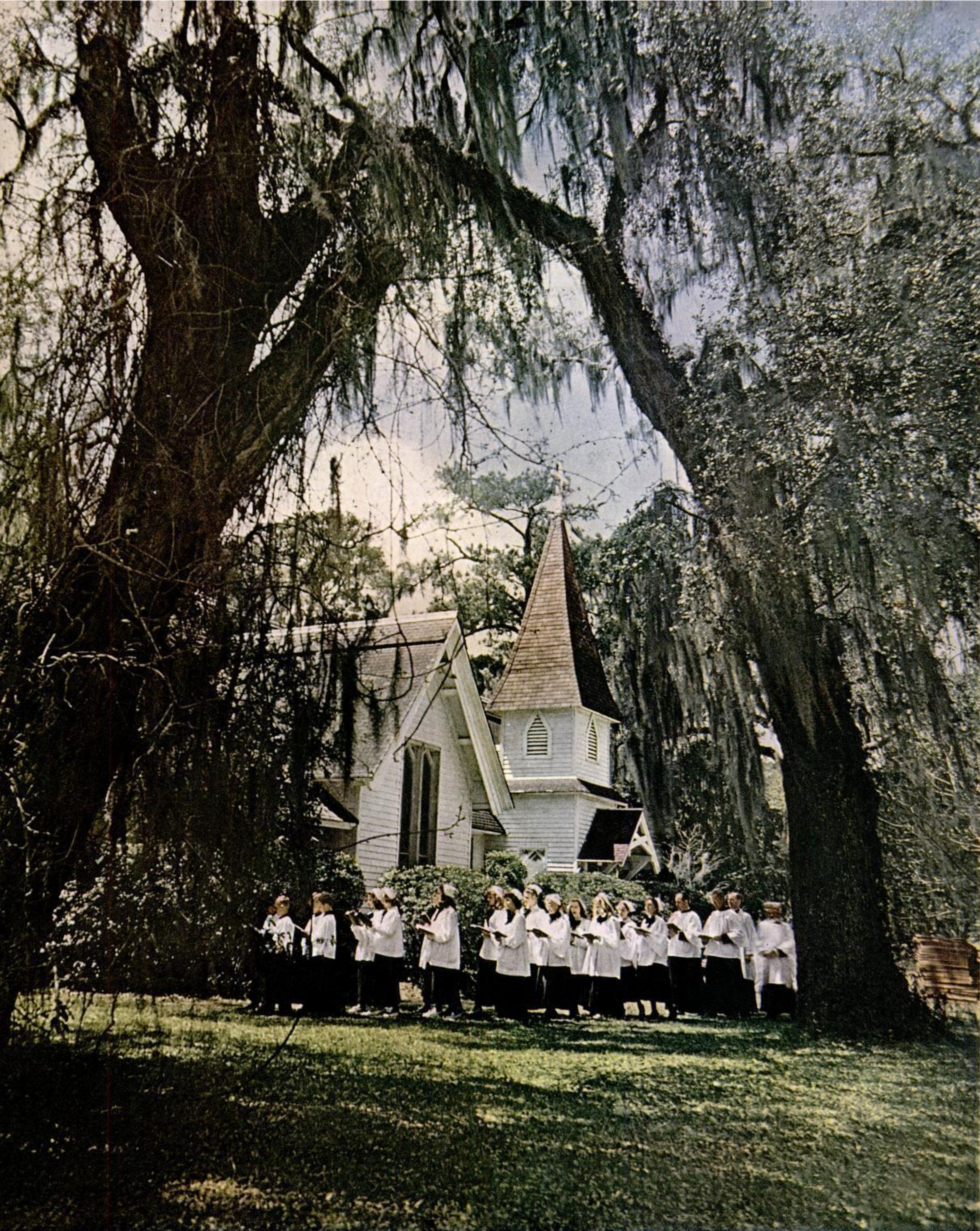


California, into ball diamonds, bridle paths, swimming pools and picnic grounds. The beach umbrella and lawn chair dot the summer landscape. In the evening village musicians play from outdoor bandstands and city people flock to watch light opera in big amphitheaters carved out under

the stars. All day and all night automobiles move down the open road, carrying the vacation-time tourists through the farm country and the little towns, out to Yellowstone Park and the California mountains, up to the New England resort towns and down to the Florida fishing grounds.

CONTINUED ON NEXT PAGE

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Sunday

Under the ancient oaks on St. Simon Island, where the great Wesleys preached in the 18th Century, the choir sings. Their hymn, which Charles Wesley himself wrote, has a rich meaning for a summer Sunday morning in America: "More and more Thyself display, shining to the perfect day."

"MEET Dear Ruth"

WHOSE LOVE LETTERS SHOULD HAVE BEEN MAILED IN ASBESTOS ENVELOPES . . .
WHOSE SISTER GOT HER ENGAGED TO FIVE MEN AT ONCE! BROADWAY ROARED AT
HER FOR 680 PERFORMANCES, CHICAGO LAUGHED FOR 15 MONTHS, LOS ANGELES
HUGGED HER FOR 252 DAYS. NOW IT'S A WONDERFUL MOVIE AND THE WHOLE
WIDE WORLD CAN LOVE "RUTH," TOO.



starring

WILLIAM HOLDEN
JOAN CAULFIELD...

..... as Bill Seacroft

..... as Ruth

with

BILLY DE WOLFE.....
EDWARD ARNOLD.....
MONA FREEMAN.....

..... as Albert Kummer

..... as Judge Wilkins

..... as Miriam Wilkins

MARY PHILIPS • VIRGINIA WELLES • KENNY O'MORRISON • Produced by PAUL JONES • Directed by WILLIAM D. RUSSELL

Screen Play by Arthur Sheekman • Based on the Play by Norman Krasna • A Paramount Picture



Adds wings



HERE'S HOW to enjoy the sensation of soaring flight . . . *in your own car*. Fill the tank with Texaco Sky Chief gasoline. Then take the wheel and thrill to Sky Chief's luxurious smoothness . . . its eager, instant response . . . its zooming flow of power when you need it. You TRAVEL FIRST CLASS with Sky Chief. It is for those who want the best.



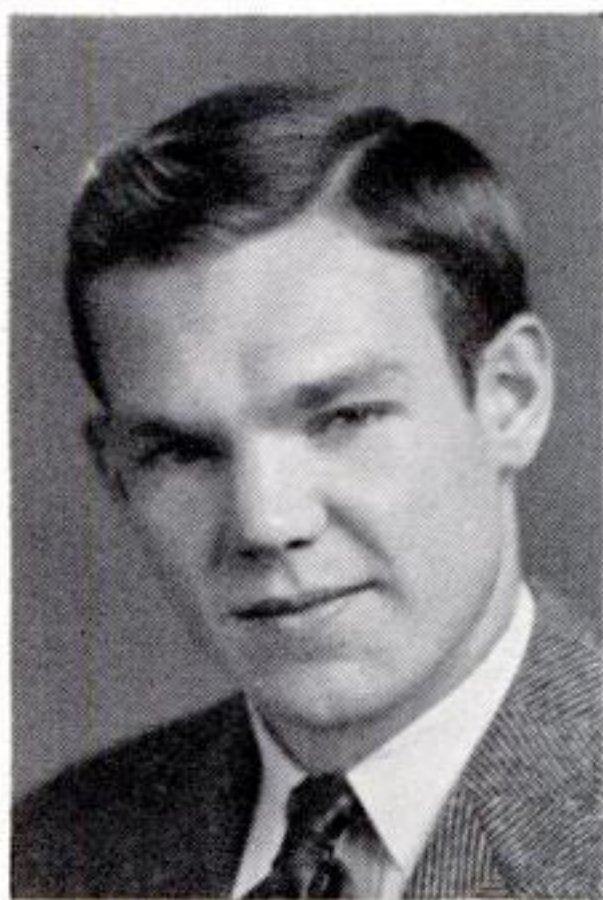
TEXACO

***Sky Chief* GASOLINE**

THE TEXAS COMPANY
TEXACO DEALERS IN ALL 48 STATES



TUNE IN . . . Texaco Star Theater presents the Tony Martin show every Sunday night. See newspaper for time and station.



THE LATE GEORGE R. MOORE

DUTCH GIRL'S REWARD

Corrie Koort, who tended the grave of a GI, comes to the U.S. as the guest of his family

Like many another U.S. soldier who was killed in World War II, Infantryman George R. Moore, 19, was laid to rest in a military cemetery overseas. His grave, lying among thousands of others, is marked with a simple wooden cross. But three months after George Moore's death his family heard of the name of a Dutch family who lived near their son's cemetery. Ever since George Moore's grave has received special attention. On Sundays there are fresh roses by the wooden cross. On holidays there are tulips.

These tokens of tenderness and sympathy have been placed there by a 20-year-old girl named Corrie Koort, the daughter of the Dutch family. This summer, after tending George Moore's grave for more than two years, Corrie is receiving her reward. The Moores had saved \$1,000 as a college fund for their son. They are using this to give Corrie a visit to the U.S. She arrived in late May and went to Indianapolis to visit the Moores. Corrie is still wide-eyed, still marvels at such things as electric stoves and running hot water. She says, "I have not enough eyes to see it all." But meanwhile, back in Holland, George Moore is not being forgotten. Corrie's younger sister will place a special wreath on his grave on the Fourth of July.



IN HOLLAND Corrie Koort placed flowers on Moore's grave and took pictures of the decorations to send in her letters to his mother and father.



IN THE U.S. for a six-month visit, Corrie rides in American automobile and samples first ice-cream cone. For her first soda she chose pineapple. She speaks very little English, is learning fast.

why an antiseptic baby oil
gives you a faster
smoother **SUN TAN**



It helps screen out the sun's scorching rays! The vegetable oil in Mennen Antiseptic Baby Oil helps you tan faster, smoother, evenly, without painful burn.

It's non-sticky! You will like the feel of this mild, light oil on the body—leaves no sticky residue.

Safer! It's antiseptic! Mennen Baby Oil helps prevent infections caused by skin openings, cracks, peeling and scratches.

It lubricates your skin! Helps prevent thickened, leathery skin caused by exposure... keeps your skin fresher, lovelier!

Your skin is cooled and soothed! What could be more cooling, soothing on sun-baked skin than baby oil so gentle that over 3,000 hospitals use it on the tender skin of newborn babies!



MENNEN ANTISEPTIC BABY OIL

Better 5 ways for Sun Tan

Dutch Girl's Reward CONTINUED



AT THE MOORES' HOUSE, just south of Indianapolis, Corrie watches Mr. Moore mow the lawn. He is a factory supervisor, Corrie's father a miner.



GRACE is said before meals. The Moores are Protestant. Corrie is a Catholic. Corrie was amazed at the huge quantities of food available in the stores.



WOODEN SHOES, which Corrie brought from Holland, are tried on by Mr. Moore. Corrie has decided to return to Holland, marry, come back to the U.S.



BREATH TAKING!... was our master craftsmen's discovery of the hidden secret of this new, original blend of natural mint flavors. Aptly named MINT COCKTAIL, it has a bright, different, stimulating taste that makes you feel "right on top of the world!"



AT THE GOLF CLUB... Lady Iris Mountbatten says: "A stick of MINT COCKTAIL keeps my mouth from becoming dry even when playing a long, tough 18 holes. It has such a bright, refreshing taste always!" Notice—*wherever smart people gather*—how often you'll see that new, attractive pack of Warrens MINT COCKTAIL Gum!



"I prefer the New Mint Cocktail Gum"

says **LADY IRIS MOUNTBATTEN**

"This stimulating blend of mint flavors is the height of good taste!"

Lady Iris Mountbatten—great-granddaughter of Queen Victoria—first tried Warrens MINT COCKTAIL Chewing Gum in February, 1947. She writes:

"Everybody cherishes a new *taste* discovery, and I'm no exception! I've already introduced MINT COCKTAIL Gum to dozens of my friends.

And, yes, it has scored a real success—for that *extra-stimulating* taste!"

Yes, Lady Iris, Warrens MINT COCKTAIL Chewing Gum does have an *extra-stimulating* taste...By **COMBINING** in one secret formula, the mint flavors that were already popular favorites, our craftsmen have produced a **NEW**, different, more refreshing blend.

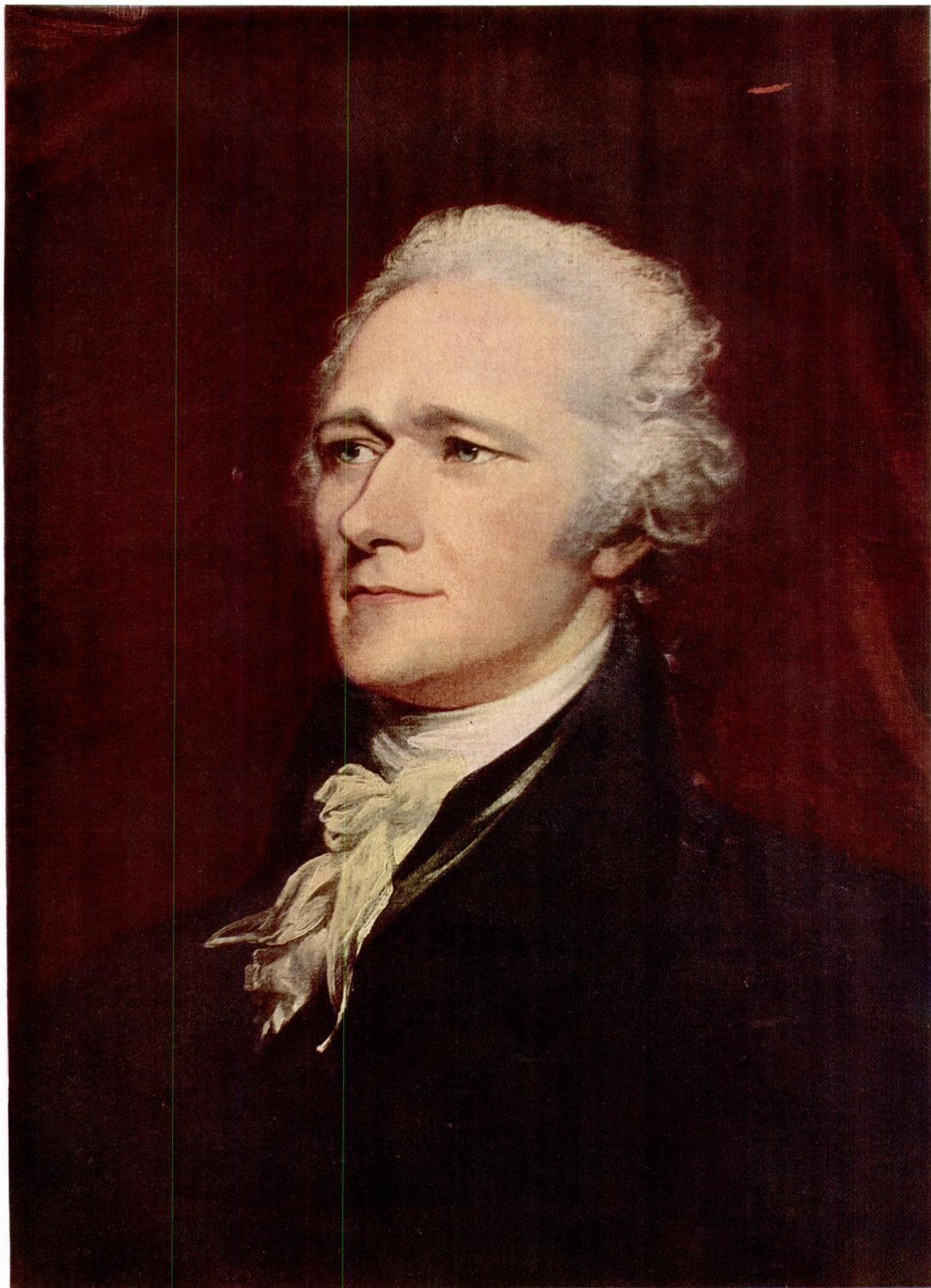
Buy a pack today and see if you don't agree with Lady Iris Mountbatten.



The NEW...the BREATH TAKING...the ONE and ONLY

Mint Cocktail Gum

© 1947 Bowman Gum, Inc., Philadelphia, Pa.



ALEXANDER HAMILTON, first Secretary of the Treasury, was painted several times by portrait artist John Trumbull, who used accumulated drawings to

make this likeness in 1805, a year after Hamilton's death. It became the best-known painting of Hamilton, is now used as the central design on the \$10 bill.

Alexander Hamilton

THE GREATEST HORATIO ALGER STORY IN THE HISTORY OF AMERICA
IS TOLD BY A FAMOUS MODERN HAMILTONIAN, SENATOR VANDENBERG

by Arthur H. Vandenberg

CHAIRMAN OF THE FOREIGN RELATIONS COMMITTEE OF THE UNITED STATES SENATE

IN my impetuous youth I set out to right an historical wrong. I felt that America owed a long-overdue debt to the memory of Alexander Hamilton. I determined to make a small payment on account. So I wrote a book in 1921 to prove that Hamilton was THE GREATEST AMERICAN—meaning the greatest in the widest variety of contributions to his country's welfare. He was the most constructive statesman, the profoundest Constitutionalist, the greatest lawyer, author, orator and economist, the greatest political leader of his time and one of its greatest soldiers. His was the most brilliant mind in an era of amazing genius. He was Washington's right arm in both war and peace. He was the brains in the Pilot House when the Ship of State set out into the perilous seas of history.

I have lived to realize that no one patriot can be called THE GREATEST AMERICAN in a land blessed with so many leaders of sublime and heroic stature. To that extent I overshot my mark. For example I now freely concede that young America equally needed Thomas Jefferson and his basic rivalries with Hamilton. Jefferson would have been cheated of the presidency by Aaron Burr in 1800 but for Hamilton's refusal to permit his Federalists to condone the thought. Jefferson himself said of Hamilton, "He is really a colossus; without numbers he is an host within himself." But I have not outlived the conviction that Hamilton never has been given his historic due. Lord Bryce in his admirable work, *The American Commonwealth*, said, "One cannot note the disappearance of this brilliant figure, the most interesting in the earlier history of the Republic, without the remark that his countrymen seem to have never, either in his lifetime or afterward, duly recognized his splendid gifts; equally apt for war and civil government, he stood in the forefront of a generation never surpassed in history."

We Americans love Horatio Alger heroes—brave young men who rise above adversity to win great place and fame. Well—here is the top prodigy of them all.

Hamilton was born on Nevis in the West Indies, Jan. 11, 1757. His father was a Scottish ne'er-do-well. His devoted mother was a French Huguenot divorcee. The legitimacy of their union is still a subject of controversy. It never ceased to be a scandalizing weapon of Hamilton's enemies. It could have crushed a lesser soul.

At 14 years of age young Hamilton was successfully managing Nicholas Cruger's

general store and countinghouse on neighboring St. Croix.

At 15 he emigrated to Boston—without a friend in this New World. At 16 he entered King's College, now Columbia, in New York. At 17 he was pushing his unbidden way to the rostrum at New York's famous "Meeting In The Field" to help promote the First Continental Congress. "It is the battlefield or slavery," he cried—a full year ahead of Patrick Henry.

At 19 he was captain of New York's first company of artillery, destined for 10 months of bitter combat in which his personal heroism brought him to Washington's attention. At 20 he became Washington's first aide and military secretary and in the final victory at Yorktown he led the first victorious American assault.

AT 25 he qualified as a lawyer in four months of study, exciting the envy of one Aaron Burr, a fellow student, who subsequently became his lifetime foe and his dueling assassin. Shortly he was to be acknowledged as the leader of his nation's bar. Perhaps his most famous case laid the groundwork for freedom of the press.

At 30 he was in the New York Assembly struggling for full, free, public education and for easier debtors' laws. Here, too, he first enlisted in the mighty conflict which produced the Constitution. He forced his state into the Annapolis Convention from which came the call, which he wrote, for the Constitutional Convention in Philadelphia. Then he sat in the Philadelphia Convention—the only New Yorker to sign the Constitution. He wrote the major portion of the Federalist Papers, the greatest exposition of the Constitution ever penned. It was, and is, the "bible" of the Constitution. Then came the terrific contest over ratification, chiefly centering in the New York Convention.

At 31 he led a forlorn hope in this New York Convention at Poughkeepsie, facing a hostile majority through six guerrilla weeks. At the end he won. It was little short of a miracle. "The overwhelming eloquence of Hamilton," wrote Chancellor Kent, "was exerted to its utmost pitch and shook the most resolved in the majority." In the light of this reality I wonder if it isn't fair to say that without him there would have been no Constitution?

At 32 he was called to President Washington's first Cabinet as Secretary of the Treasury. By now he was the dominant figure in

the Federalist party, which held power for the first 12 years of the new nation's political life. He immediately became the master craftsman of the great American adventure. Not only did he chart the basis for restoring federal credit and for the redemption of the public debt but also, in flashing succession, he recommended navigation laws, drafted the first bill for the postal system, proposed the means for handling public lands, established the Mint, advised the decimal system for our currency with the dollar as the unit, recommended the beginnings of the tariff system, proposed the patent system and generally charted the republic's structure. John Adams said he was "all the time the commander in chief of the House and Senate, of the heads of departments and of the President himself." This, mind you, is that immigrant boy on the docks of Boston only 17 years before.

At 36 he dominated America's first great decision in foreign policy. He demanded neutrality in the war between England and revolutionary France—squarely colliding with Jefferson. Washington agreed with Hamilton. In the light of this episode it is easy to trace the source of the eloquent warnings in Washington's "Farewell Address"—an address which Mrs. Hamilton, the lovely Betsy Schuyler, later testified came almost exclusively from her husband's incandescent pen.

AT 40 he chose to strip the veils from every last detail of the only incidental scandal that ever blemished his private life, his affair with a Mrs. Reynolds, rather than leave a shred of suspicion against the integrity of his public works. He spared nothing and pleaded no palliation. His sole purpose was to put his public honesty beyond attack.

At 47, he was killed in a duel with Aaron Burr, his lifetime enemy. Burr chose a relatively inoffensive remark of Hamilton's as an excuse to invoke what was then called "the code of honor." Hamilton hated dueling, but honor was the touchstone of his life. He fell at the first shot. The tears of a nation followed him to Trinity churchyard.

This is the bare chronology of as great an American as ever lived. Ten thousand pages would be required to fill in the full story of his talents, his genius and his impact upon the foundation of America. He was ever the subject of white-heat controversy—in death even as in life. But for myself, summing it all up, I say that five words might be his epitaph: THE REPUBLIC IS HIS MONUMENT.



DUELING GROUND in Weehawken, N.J., across the Hudson River from midtown Manhattan, is now

a park. Terrain has been altered by adjacent railroad construction since the duel with Burr in 1804.



HAMILTON'S WIFE was Betsy Schuyler, whom he married in 1780. She outlived him by 50 years.

HAMILTON DESPITE WEAKNESSES

When he reached New York in 1772, Hamilton was penniless and unknown. He brought with him vast ambition, good looks and brilliance. Largely because he constantly forced his own opportunities, he became in 32 years almost the antithesis of what he had once been. He became the powerful influence behind Washington and the champion of strong central government. But although he was a genius who would have dominated any generation into which he had been born, he had his hours of defeat and, at times, disgrace.

To the end of his days illegitimate Hamilton could not even name the date of his birth with certainty. As he grew older he probed pathetically into his family past to see if he could



AT 14 Hamilton ran this store on the island of St. Croix in the West Indies. He came here from Nevis,

his birthplace, when he was 12, and within two years had risen from apprentice clerk to general manager.



HIS MOTHER'S GRAVE bears her husband's name, Levine. She left him for Hamilton's father.

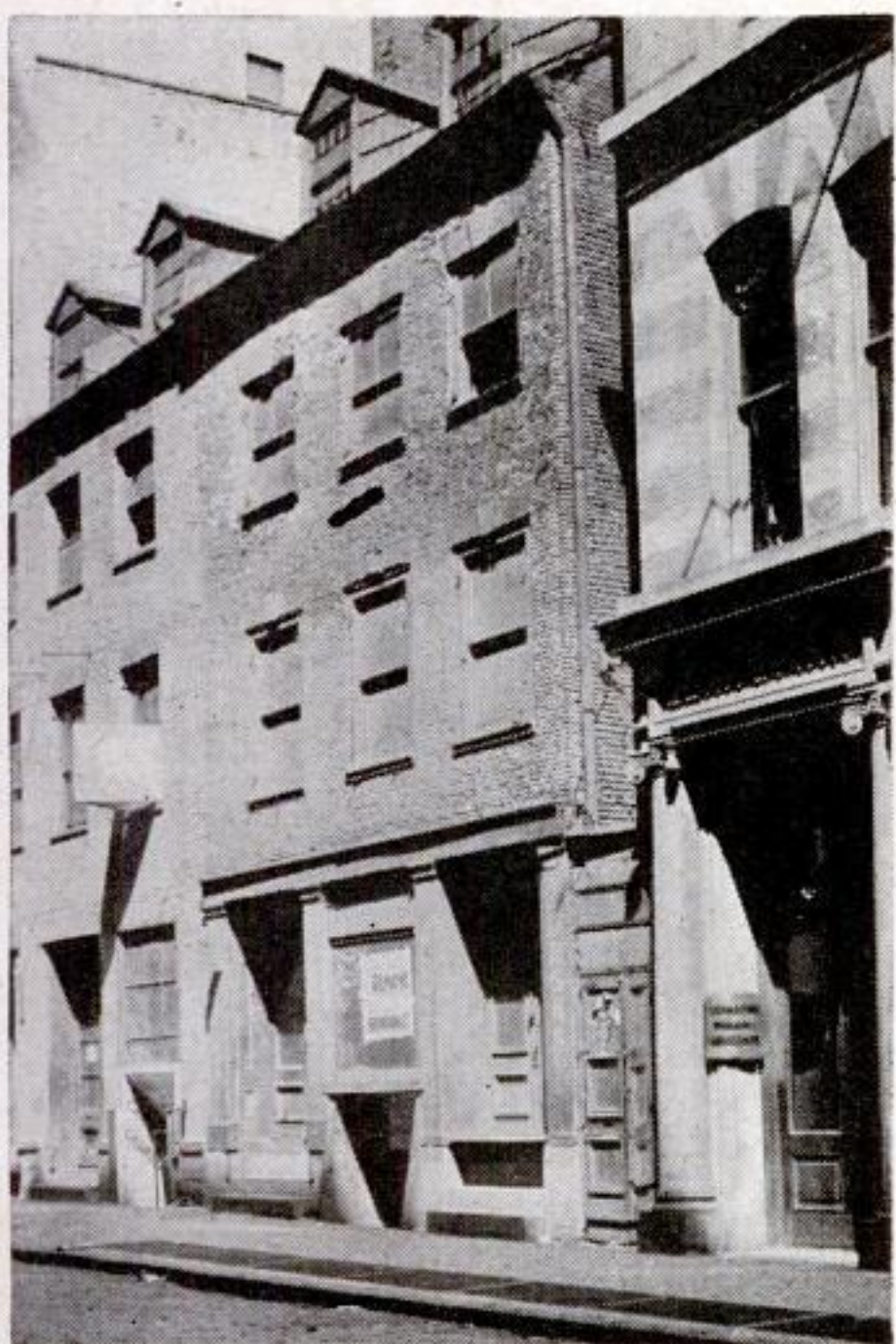


HIS FATHER-IN-LAW was Philip Schuyler, Revolutionary War hero who was also a politician.

THE MAN HE DOMINATED HIS AGE

not discover some elements of gentility there.

Hamilton was a ladies' man and a dandy. He was ruthlessly blackmailed by the husband of his mistress, Mrs. Reynolds, a New York woman of very low social standing, and the resulting scandal was common talk. He was peremptory and cocksure in his dealings with men and he was disliked by many. Had it not been for the devotion of his wife and politically powerful father-in-law (*above*), he might have been defeated in many of his campaigns. As it was, the Federalist party which he founded and led had become an impotent group of political malcontents by the time of his death at 47 in 1804. His own fortune had so shrunk that he left his wife only "the love of God" and large debts.



HIS TOWN HOUSE (*center*) in lower Manhattan was once center of Hamilton's glittering social life.



HAMILTON PLANTED 13 TREES in 1802 beside his home (*below*) to symbolize the 13 original

states. When this picture was taken 104 years later the trees were dead and his estate was a vacant lot.

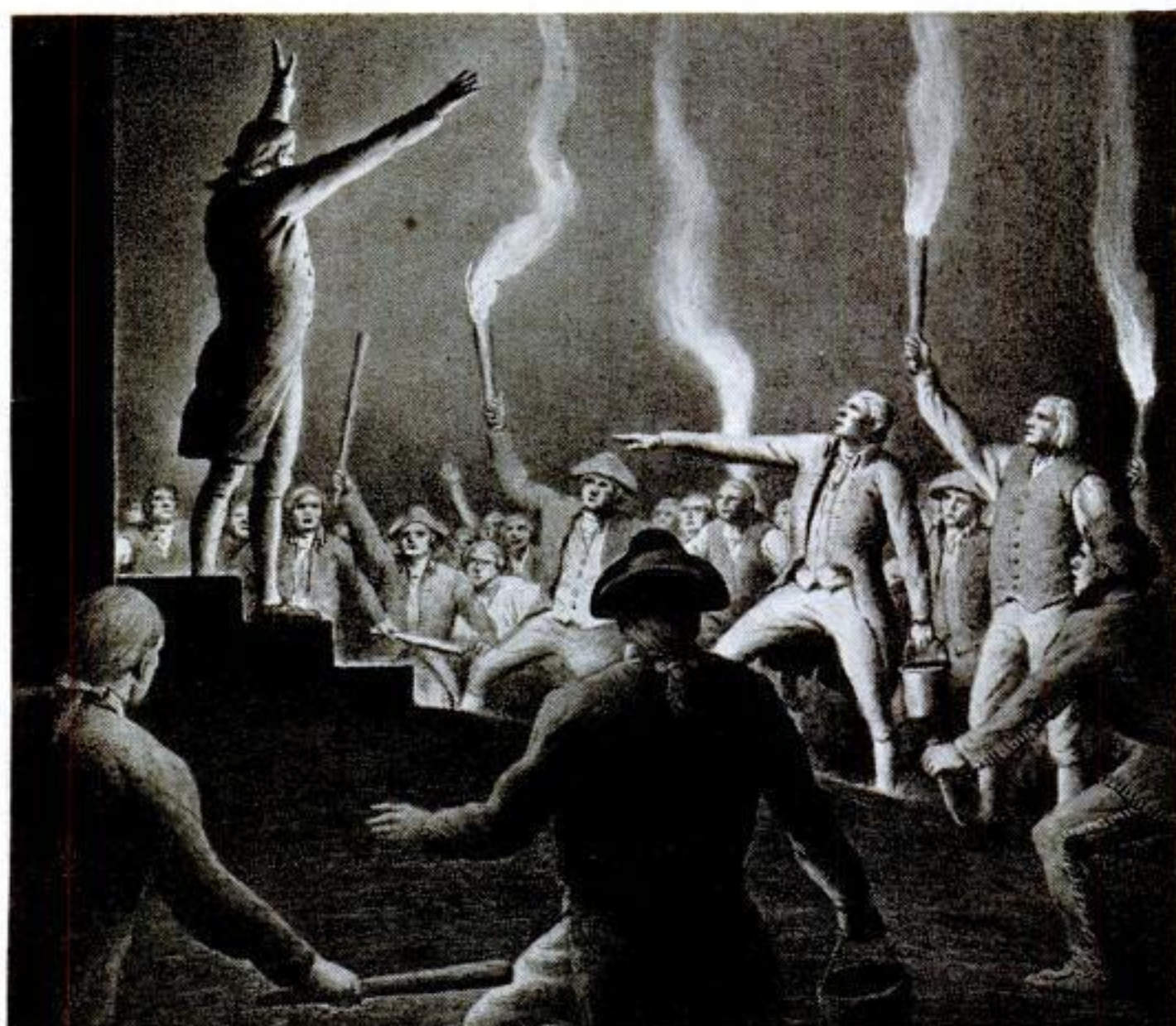


HIS COUNTRY HOME and grove of trees in upper Manhattan were still intact in 1870. Although

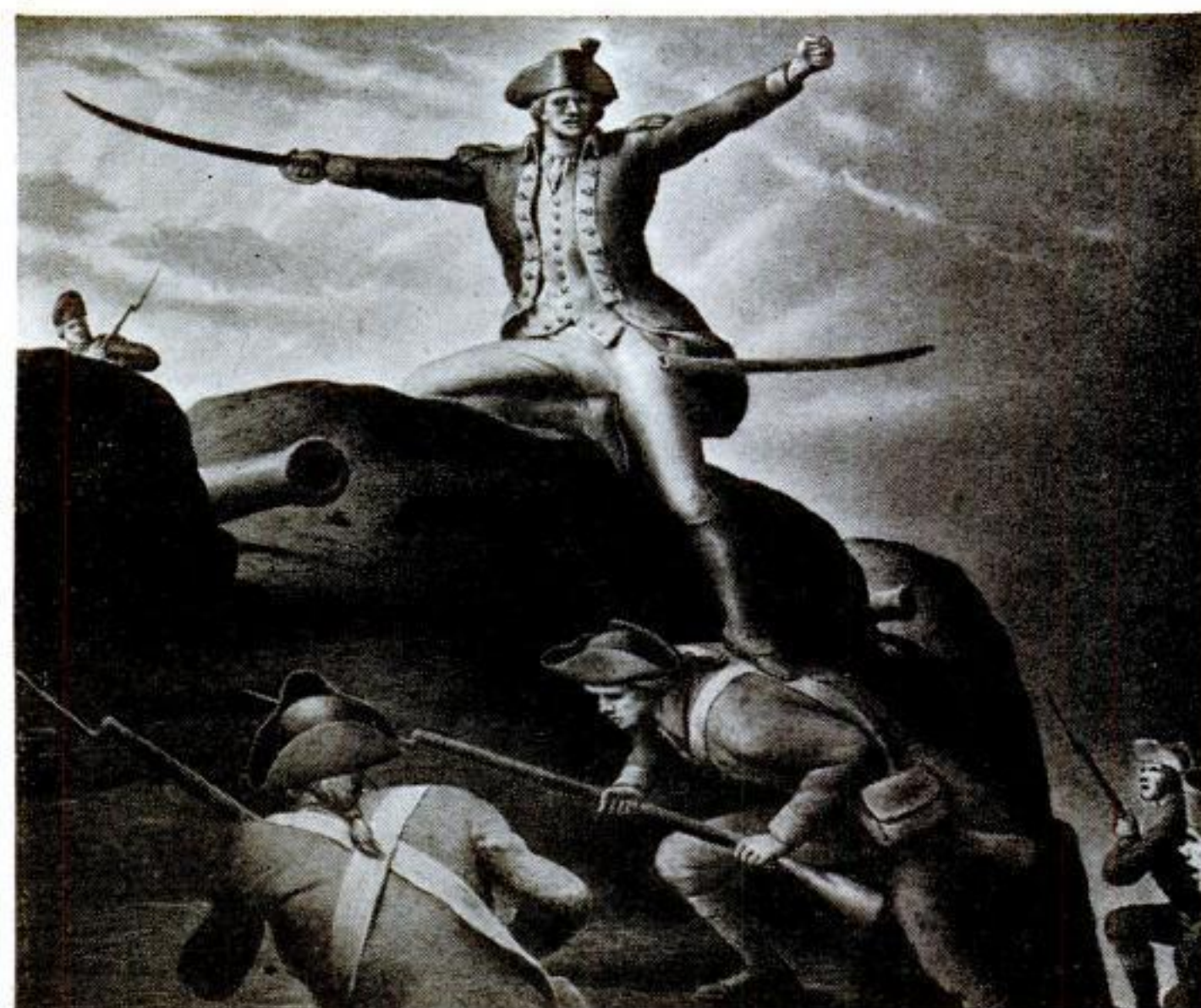
Hamilton spent all his money on this estate, it never rivaled the mansions of Washington and Jefferson.



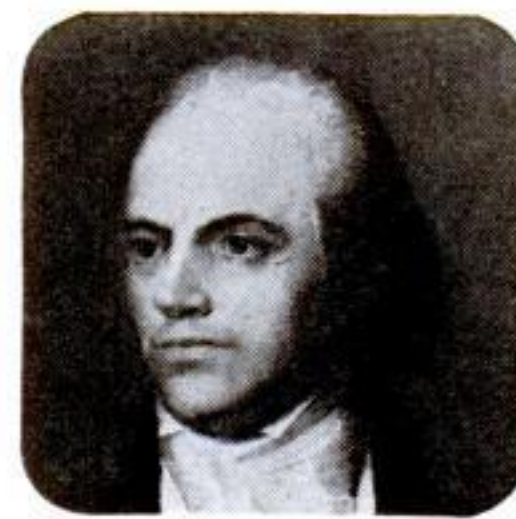
HE GOT HIS START at 15 when a hurricane swept St. Croix. His description of it in a local newspaper impressed friends, who sent him to New York to study.



RIOT AT KING'S COLLEGE was quelled by 18-year-old Hamilton in 1775. He persuaded anti-British students not to burn Tory college president's house.



CHARGE AT YORKTOWN in 1781 was led by Hamilton, then 24, who hurried from New York to Virginia to fight in the last great battle of the Revolution.



BURR THE YEAR OF DUEL

THE DUEL

AFTER A SHORT, DRAMATIC LIFE HAMILTON MET A VIOLENT DEATH

Hamilton's life was one of almost constant drama. Four of the violent incidents in his career are shown on this page. On the opposite page is a detailed reconstruction done for *LIFE* by Artist Robert Riggs of the most dramatic incident of all, Hamilton's duel with Aaron Burr.

Burr, like Hamilton, was vain and precocious. Throughout his career he had watched spitefully while Hamilton became, according to Talleyrand, "the greatest man of the age." Four years before Hamilton had thrown his political weight against Burr and secured the presidency for Thomas Jefferson. Now Burr, still embittered, was concluding his term as vice president. To provoke the duel he had seized upon a passing remark of disparagement made by Hamilton many weeks before.

On the fatal morning of July 11, 1804 Burr came early to the appointed dueling ground at Weehawken, N.J., opposite New York City. He stood aloof and seemingly indifferent, a small, erect man with scowling eyes. Shortly after 7 Hamilton appeared. The men faced each other and nodded. Below them crawled the Hudson. Five miles upstream on Manhattan Island, in the new house which Hamilton had impoverished himself to build, his family still slept. They did not know where he was. Soon his wife would receive a letter which began, "This . . . will not be delivered to you unless I shall first have terminated my earthly career. . . ."

Hamilton already had decided not to kill his foe. Burr had no such thought. At the word to fire, Burr took careful aim and pulled the trigger, his bullet piercing Hamilton's chest and lodging in his spine. Hamilton fell, discharging his own pistol into the air.

Within an hour Hamilton's seconds had rowed him back to New York. Surgeons were called from a frigate in the harbor, but they could do nothing. After 31 hours of intense pain he died. By that time Aaron Burr had fled toward the south, indicted for murder. Although he was never prosecuted, he lived out the rest of his long life in fear and in disgrace.



QUARRELS IN THE CABINET were common in Washington's time. Jefferson (left) is reported to have provoked one by alluding to Hamilton's illegitimacy.



THE HAMILTON-BURR DUEL, which brought death to Hamilton and life-long disgrace to Burr, was fought beside Hudson River at Weehawken, N.J. on

July 11, 1804. Hamilton fired a chivalrous shot into the air, but Burr, an expert marksman and a bitter, vindictive man, deliberately inflicted a mortal wound.

*America's
Largest Selling Ale*





HOLDING ANOTHER YOUNGSTER AT GUNPOINT, 15-YEAR-OLD EDWIN BANCROFT FORCES HIM TO ACT AS A SHIELD DURING A BATTLE WITH THE BOSTON POLICE

THE WEEK'S NEWS IS NOT ALL GOOD

While a teen-age boy starts career of crime in Boston, Gangster "Bugsy" Siegel ends his in Beverly Hills

In this pleasant land (*pp.* 46-58) the people of Omaha (*pp.* 21-33) were entitled to their beautiful dreams. But last week there were sharp realities in the news that could penetrate any dream.

In Boston a 15-year-old boy (*above*), haled by the police, whipped out a gun and started shooting. Then he seized another youngster, pressed the gun against his back and used him as a shield

during a running gun fight. It ended when a cop crept up close enough to deliver a skull-cracking smash with the butt of a riot gun. Three days later Boston's mayor went to jail for fraud (*p.* 76). In a Beverly Hills drawing room gangster Benjamin ("Bugsy") Siegel was shot to death (*pp.* 72-73). In Cleveland Jimmy Doyle died after a brutal beating in a championship prize fight (*p.* 77). Along the

rivers of the Midwest, even on Omaha's doorstep, floods washed people from their homes and ruined their lands. More troubles were to come. Labor, which had laid low all spring, suddenly became belligerent and, led by the miners and the shipyard workers, started striking (*p.* 77) against a bill newly passed to reduce strikes. Nevertheless dreams of better things still remained the order of the day.



"BUGSY" SIEGEL, expensively clad in a plaid suit befitting his role as man about Hollywood, lies dead at 42 on the massive flowered sofa in the home of his Beverly Hills girl friend, Virginia Hill. Bugsy kept his clothes in her house and sometimes served as host at

her lavish parties. Source of her wealth is a Hollywood mystery. So is reason for Bugsy's killing, but the police guess that it had something to do with his ungentlemanly tactics in the racing-information business or the financial failure of his Las Vegas gambling palace.



BUGSY'S GOOD LOOKS helped make him a social success. His friends referred to him as "Ben." "Bugsy" made him angry.



GEORGE RAFT, who had contacts with both the movie colony and the underworld, saw to it that Bugsy met all the best people.

END OF A GANGSTER

Bugsy Siegel, who lived the gay life of a Hollywood gentleman, meets the bloody death of a public enemy

In Hollywood, Calif. there is a little band of men and women who live in a society all their own. Mostly they are people with pasts—pasts that include ill-paid, unglamorous jobs like carhop, elevator operator, waitress and even, sometimes, crime. They live in bright tile-and-stucco mansions, wear flashy but expensive clothes and breeze through Beverly Hills in the latest wooden-body convertibles. Everybody's past is far behind.

Into this protective freemasonry 10 years ago came a man named Benjamin Siegel. From the outset he was an acceptable addition. His checked sports jacket draped across his shoulders with becoming informality and he handled a big cigar as nimbly as any movie producer. Besides he was ruggedly handsome, and in the presence of women his eyes could look almost soulful.

Before his debut in Hollywood society Mr. Siegel had made a considerable reputation among police and gangsters around the country as "Bugsy." As an executive of the homicidal business enterprise in New York called Murder, Inc., he had performed so effectively that he was transferred to the West Coast to take charge of the combine's growing interests in dope, prostitution and the horse-racing racket. As a more or less personal sideline Bugsy recently opened a gaudy gambling joint in nearby Las Vegas (LIFE, May 26).

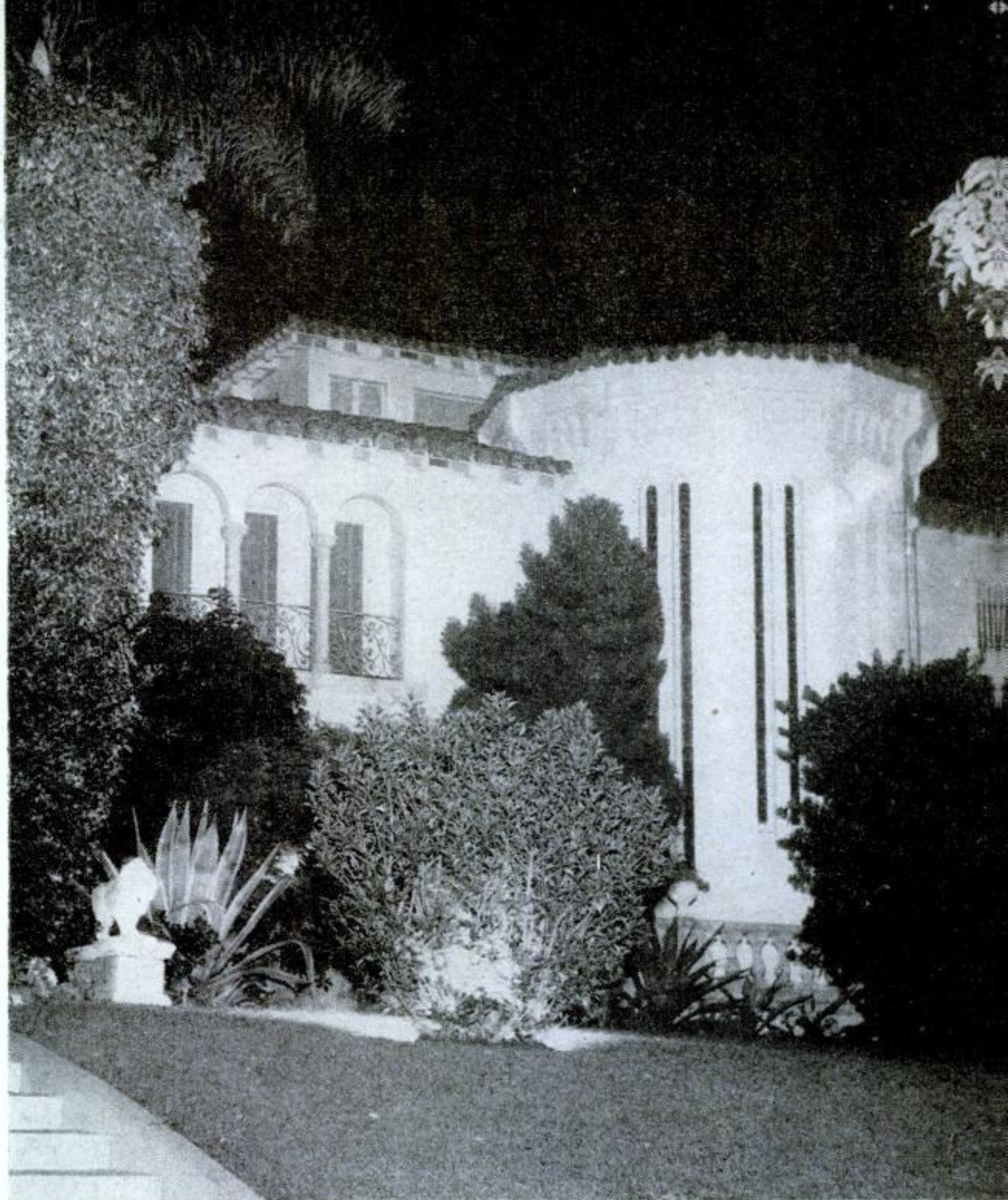
On the jasmine-scented night of June 20 Bugsy's past caught up with him. As he sat on a sofa in the drawing room of his girl friend, a .30-cal. carbine poked through a trellised window and fired nine shots. Last week a baffled district attorney's investigator said, "Everybody I talked to said they loved the guy."



COUNTESS DOROTHY DiFRASSO in Italy said, "I was very fond of him, but it is ridiculous to say I was in love with him."



BUGSY'S GIRL FRIEND Virginia Hill dances at a party with Stephen Crane, the ex-husband of Movie Queen Lana Turner.



SCENE OF THE MURDER (above) was this tile-and-stucco home in Beverly Hills. Below is scene of Bugsy's latest sideline, the ornate Flamingo Club in Las Vegas, Nev., where he and some specially chosen associates had invested \$6,000,000 but lost money.

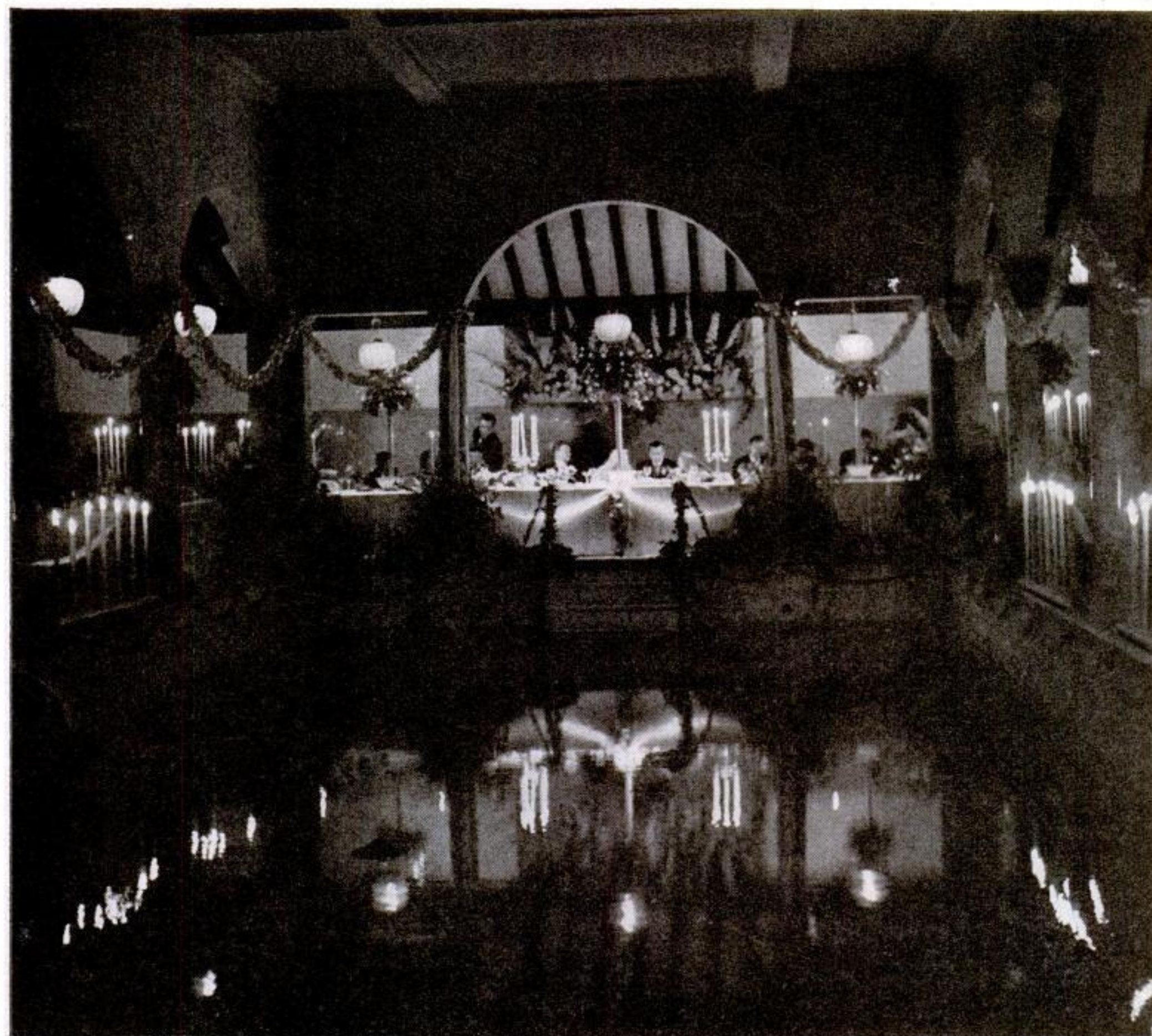




WEDDING PARTY includes (left to right, standing) Daniel Haerther, Lake Forest, Ill.; Walter Buhl Ford II; David Lippincott, New York; Virginia Scully, Pittsburgh;

Douglas McClure, Detroit; Alexander Stewart, Stamford, Conn.; Mrs. Edsel Ford (groom's mother); Elizabeth Firestone; bride and groom; Mrs. Harvey Firestone Jr;

Harvey Firestone Jr.; Henry Ford II; Wendell Anderson Jr., Detroit; Mrs. William Cowles Jr., New York; Edson Spencer, Lake Forest; Mrs. Stephen Ives Jr.,



BRIDAL DINNER was held around candlelit swimming pool of senior Firestones' estate. In the pool floated blossoming water lilies, white garlands swung between the

marble columns. None of the dinner guests fell in pool.

FORD-FIRESTONE

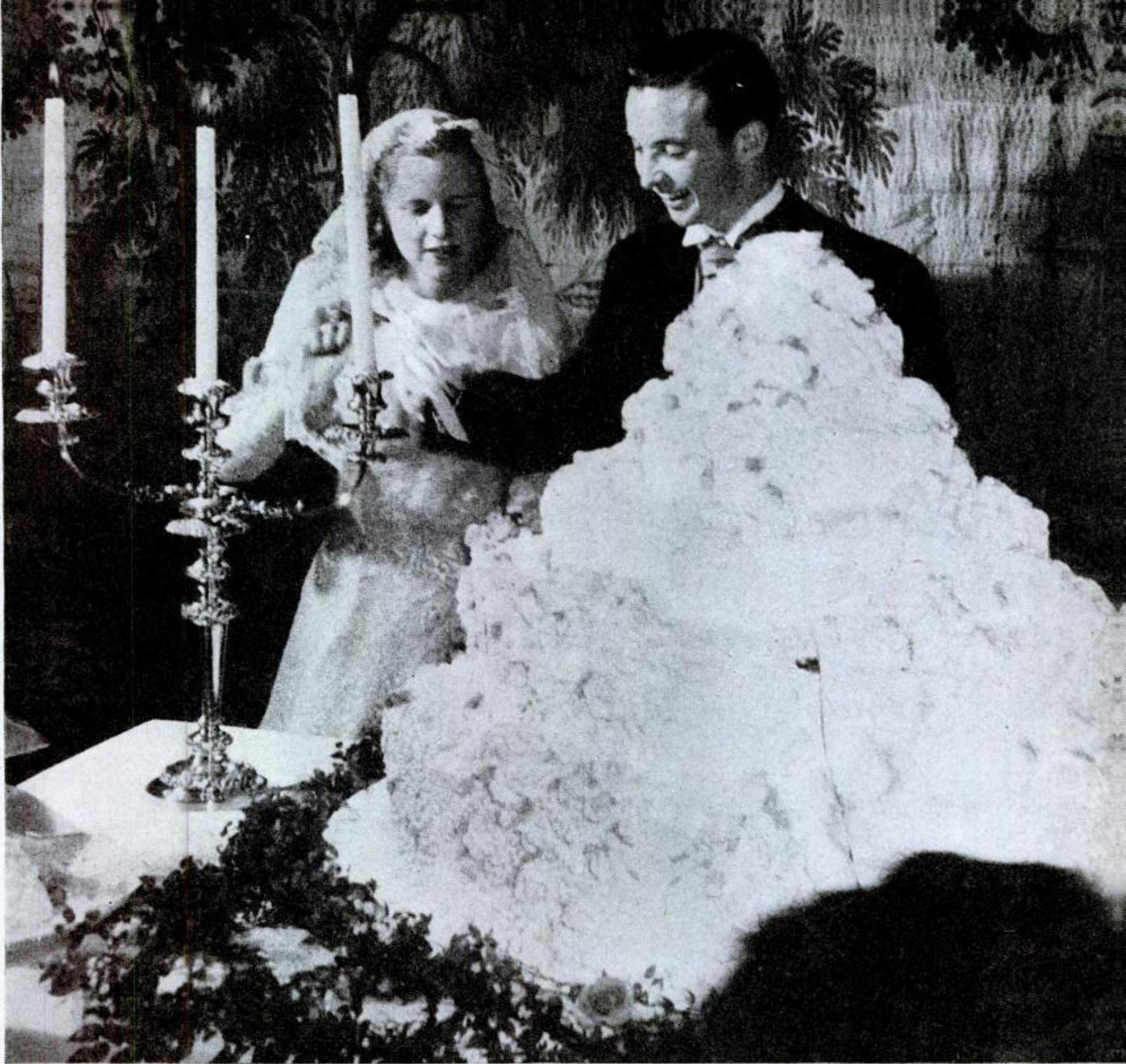
Automobile and tire empires unite
as two famous grandchildren marry

On June 21 two young people whose grandfathers grew rich together got married in Akron, Ohio, the world's rubber center. They were William Clay Ford, 22, of Detroit, grandson of the late Henry Ford, and Martha Parke Firestone, 21, granddaughter of the late tire king, Harvey Firestone. After a week of interfamily parties and wedding doings that the *Beacon-Journal* said was "the biggest show Akron has seen for years," the wedding took place in St. Paul's Episcopal Church. Outside, six Akron cops and a score of company police kept in check a crowd of 1,500 Akronites who came to watch the affair.

After the wedding 1,000 guests queued up along West Market Street outside Mrs. Firestone Sr.'s Harbel Manor and for two hours inside the house congratulated the stocking-footed bride (getting back into shoes, right) and groom. Then the guests danced under a white rayon-satin tent, drank imported champagne and dined either around the swimming pool (left), on the terrace or in the garden. Music issued from a local dance band, a chamber-music ensemble, a strolling gypsy guitarist, violinist and accordionist, stars of the Firestone radio program and Pianist-Sister Elizabeth Firestone. By the time the party broke up Newlyweds "Billy" and "Stoney" were in New York on their way to Bermuda. The wedding's estimated cost: "upward of \$50,000."



Groton, Mass.; John Caulkins, Detroit; Benson Ford; (seated) Mrs. J. Woodward Redmond, New York; Anne Firestone; Mrs. Walter B. Ford; Nancy Milbank, New York.



WEDDING CAKE, 3 feet high and covered with a cascade of icing roses and lilies of the valley, was half white cake, half fruitcake. Behind the couple is an old Flem-

ish tapestry. Below: Best Man Henry Ford II dances with bride's mother, who later rumbaed with husband Harvey. Bride and groom had already left on honeymoon.

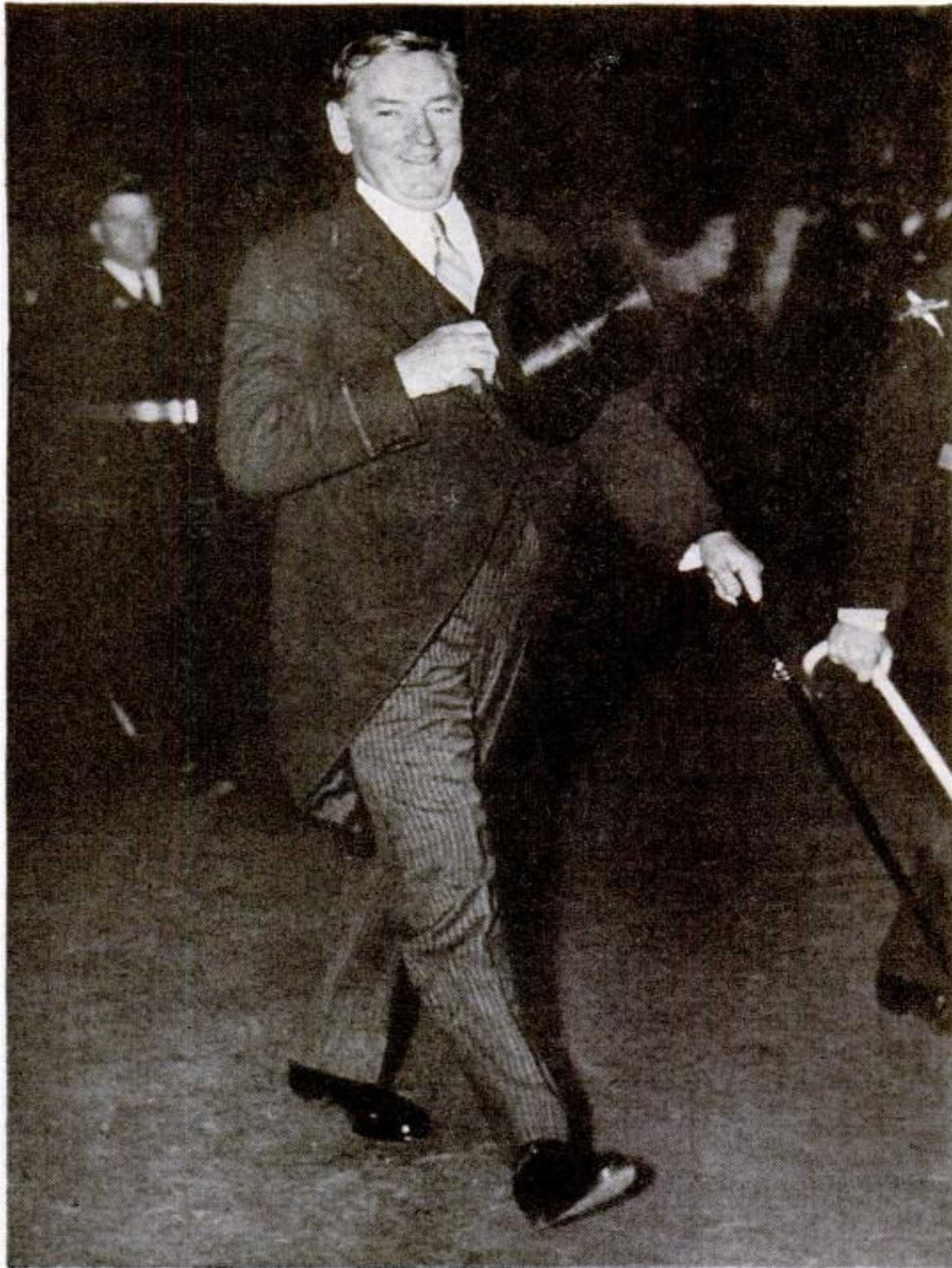


BRIDE AND FATHER, Harvey Firestone Jr., arrive at church, where Akronites waited to shout good wishes.



THE BRIDE'S SHOES are replaced after two hours on the reception line, during which she took them off.





A MAYOR IS SENT TO JAIL

In his silk hat and striped pants James Michael Curley, the pride and shame of the Boston Irish, was a splendid figure of a mayor (*above*). His 50 years in politics were marked by many scandals—and many offices: four terms as Boston's mayor, four as congressman, one as Massachusetts' governor. But last week it looked as if Curley might be through. Sick and old (*below*), he heard a judge sentence him to 6 to 18 months in prison for mail fraud. Croaked he, "You have sentenced me to die."



THE PRESIDENT HAS VISITORS

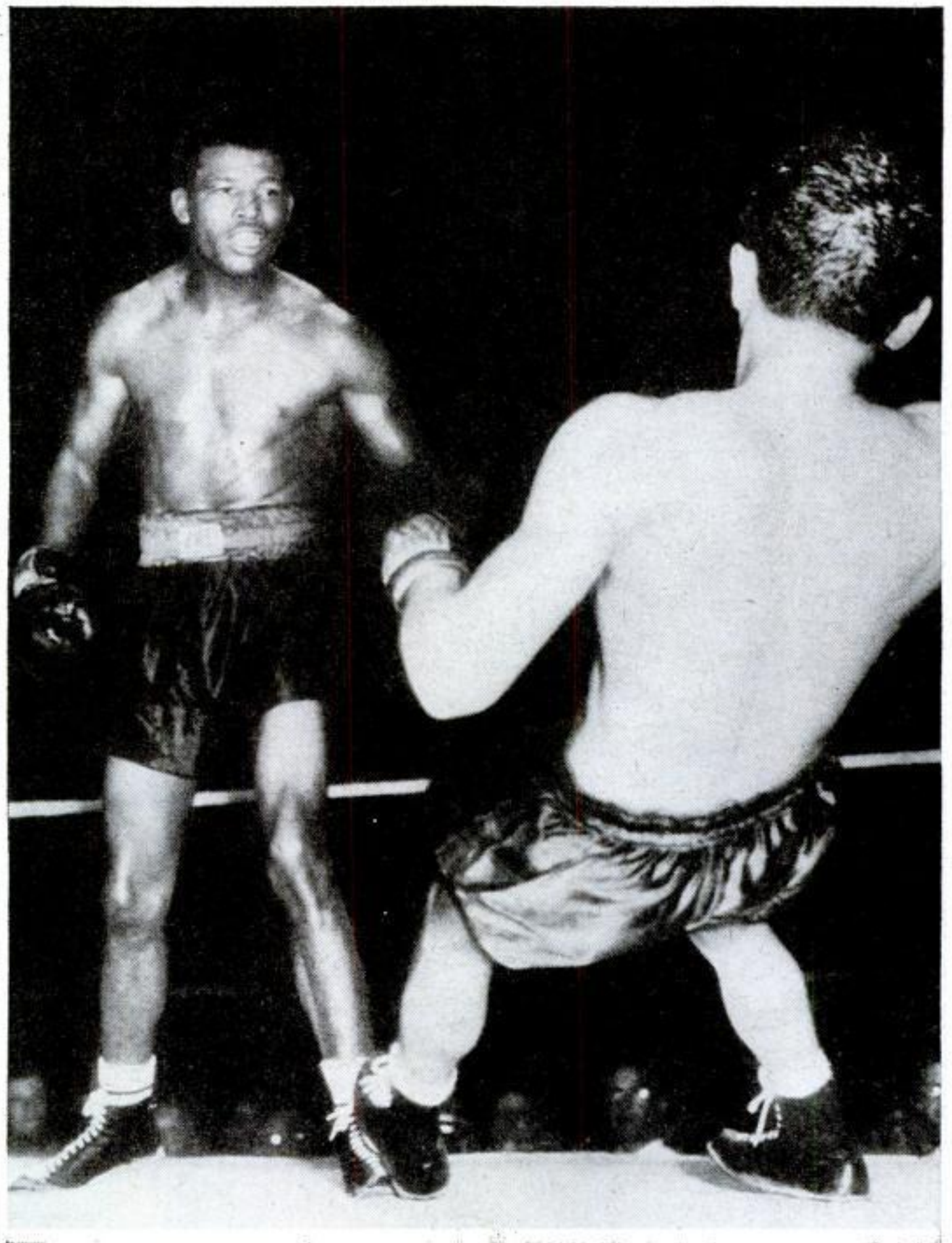
Between vetoes (tax bill, labor bill, wool tariff) President Harry Truman glad-handed visitors. On June 25 he took a stroll on the White House lawn with a 4-year-old named Theodore Roosevelt 4th, great-grandson of the 25th President, who brought him some Roosevelt memorial stamps and flashed a familiar smile (*above*). Four days earlier the President had unveiled a memorial to Walter Johnson, baseball's greatest pitcher, shaking hands with the "Big Train's" mother (*below*).





THE LABOR BILL BECOMES LAW

At 3:17 p.m. June 23 the Taft-Hartley labor bill was signed into law by Senate Secretary Loeffler (*seated above*), who certified that the Senate overrode Truman's veto, 68 to 25. Over him Ohio's Senator Robert Taft beamed contentedly, satisfied that by steering the bill through Congress he had given his sagging presidential hopes a boost. Less than an hour after the signing United Mine Workers (*below*) started to strike in protest, with a defiant message for the nation's highest lawmaking body.



A PRIZEFIGHTER IS KILLED

On June 24 Jimmy Doyle entered the Cleveland Arena to challenge welterweight Boxing Champion Ray ("Sugar") Robinson. Doyle had suffered a bad head injury in the same ring 15 months before. In the eighth round of this fight Robinson landed a solid punch on Doyle's jaw. Doyle toppled (*above*) and his head hit the canvas (*below*). He died 17 hours later. Although this was the first death in a world championship match since 1897, about 10 men are killed every year in less-publicized fights.





IN BORROWED BALMORALS STAN LAUREL AND OLIVER HARDY WATCH SIR HARRY LAUDER PERFORM ANCIENT SCOTTISH RITE OF SLAUGHTERING GREEN FLIES

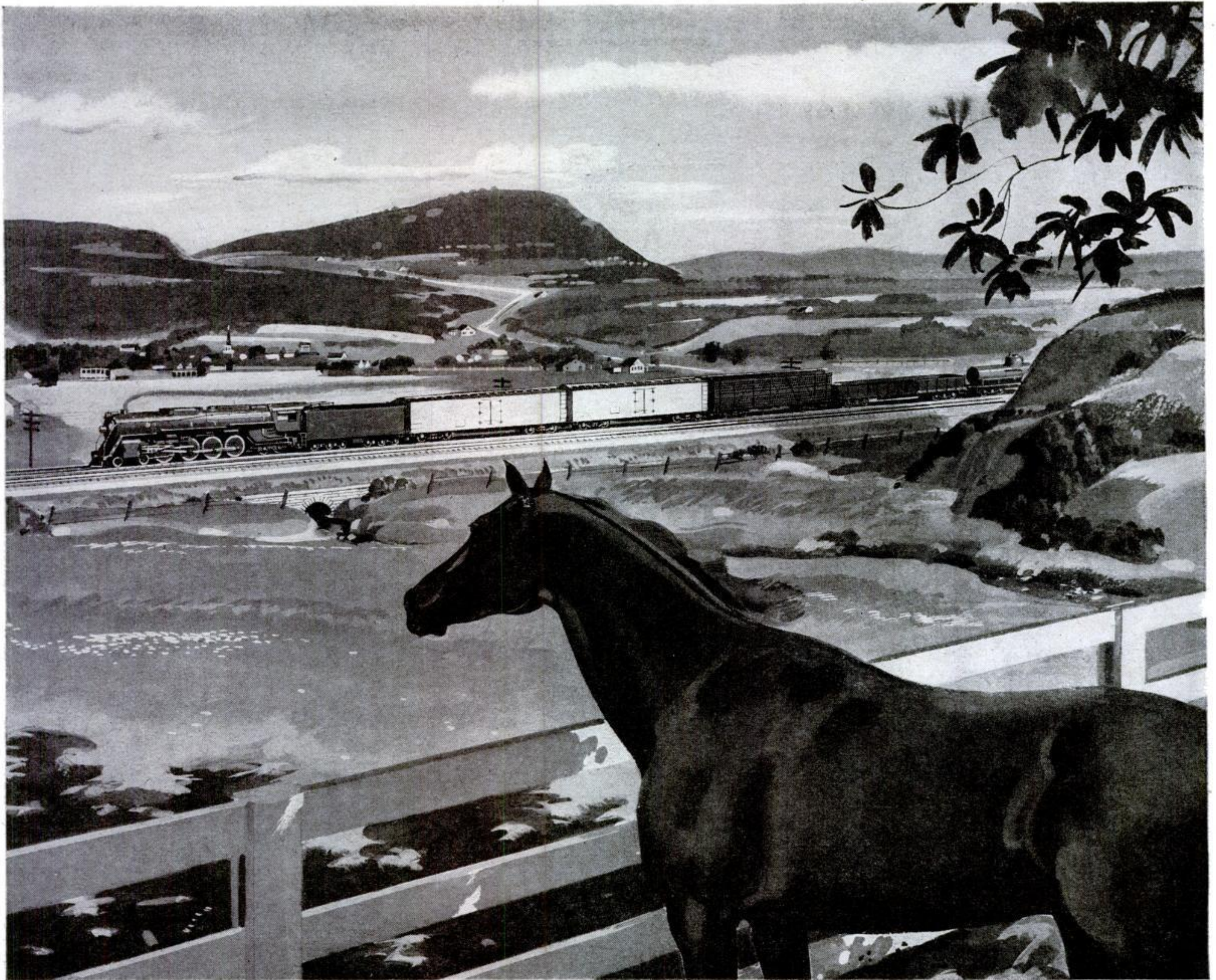
A BUG GETS IT

Sir Harry Lauder shows visiting comedians how to control pests

The wonderfully silly picture above was almost as inevitable as taxes when oldtime comedian Sir Harry Lauder welcomed a couple of visiting firemen named Stan Laurel and Oliver Hardy in his garden near Glasgow, Scotland last fortnight. Sir Harry, at 76, was still spry enough to grab an insecticide gun and briskly spray some flowers as Laurel held Lauder's famous crooked stick.

The smug grins of Laurel and Hardy were never

more justified. Ever since setting out on a world tour last winter they have been convulsing Europeans with the same brand of slapstick humor which palled on American audiences some years ago. In the British Isles they are currently getting \$4,000 a week with a music-hall routine composed of ancient wheezes. In September, when they take their show to Scandinavia, they will get \$20,000. "Everything," says Stan Laurel, "is really lovely."



Where Does the Iron Horse Get its Oats?

YOUR RAILROADS need investment dollars just as much as a thoroughbred needs oats.

Investment dollars nourish research and invention, improvements in plant, equipment and service—the life and future vitality of your railroads.

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Most folks think 6% is no more than reasonable. Last year, however, railroads as a whole

earned an average of only 2¾% on their net investment. Many railroads actually lost money. And this year, even though hauling a record peacetime traffic, American railroads will probably average only about 3%.

Why are the railroads faced with this situation? That's simple. Since 1939, wages are up more than 50%...costs for materials and supplies up 60%. At the same time, the average charge for hauling a ton of freight a mile is less than 15% above

1939! Railroads are still hauling freight for less, on the average, than any other comparable transportation in the world.

Any business should earn at least 6% if it is to continue as a progressive, self-supporting enterprise. The railroads are no exception.

Doesn't this strike you as fair in principle... sound in practice...and to *your own* best interest in the long run?

Association of American Railroads, Washington 6, D. C.

American Railroads

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discover the colorful, carefree clothes
born of the California way of life. Whoever
you are...wherever you live...you'll
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Clothes to coax out the sun...spark
up your spirits...give you that exhilarating
feeling of being at your *best!*

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*TRADEMARKS

SUMMER COMEDIES

Hollywood has turned out three good ones for the traditional hot-weather laughter market

When the air-cooling machines begin to whirl in movie theaters across the land, the customers traditionally cry for comedy. Therefore Hollywood's summer products are mostly designed to soothe jangled nerves and make sunburned noses wrinkle painfully in amusement. The three comedies shown on these pages should do the trick. They are

heavy with stars (Betty Hutton, Shirley Temple, Cary Grant, Myrna Loy, Bing Crosby, Barry Fitzgerald, Joan Caulfield). They eschew the worn psychoanalysis theme as a basis of plot and, in a year when sound tracks have become positively cluttered with pistol shots, none of them shows tragedy more wracking than a custard pie in the face.

The best of the three is Paramount's *The Perils of Pauline*, a razzle-dazzle Technicolor biography of the late serial queen, Pearl White. In it Miss Betty Hutton, the one-woman fracas, sings, mugs and endures the hazards of the serial trade (*below*) entertainingly enough to make all serious thoughts scramble for cover under a barrage of loud guffaws.

The Perils of Pauline



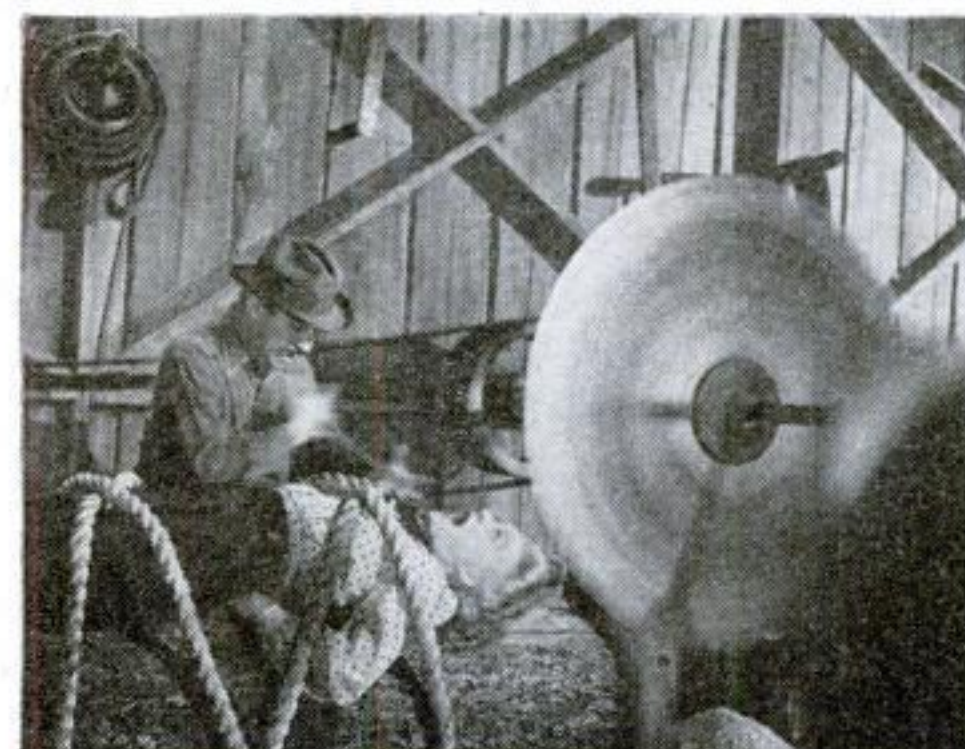
AS PEARL WHITE, BETTY HUTTON FREQUENTLY GETS INTO A TIGHT FIX. THE AUDIENCE IS NEVER TOLD, HOWEVER, HOW SHE ESCAPES



MAD GORILLA MAKES A PASS AT HEROINE



KNIVES DESCEND ON HELPLESS DAMSEL



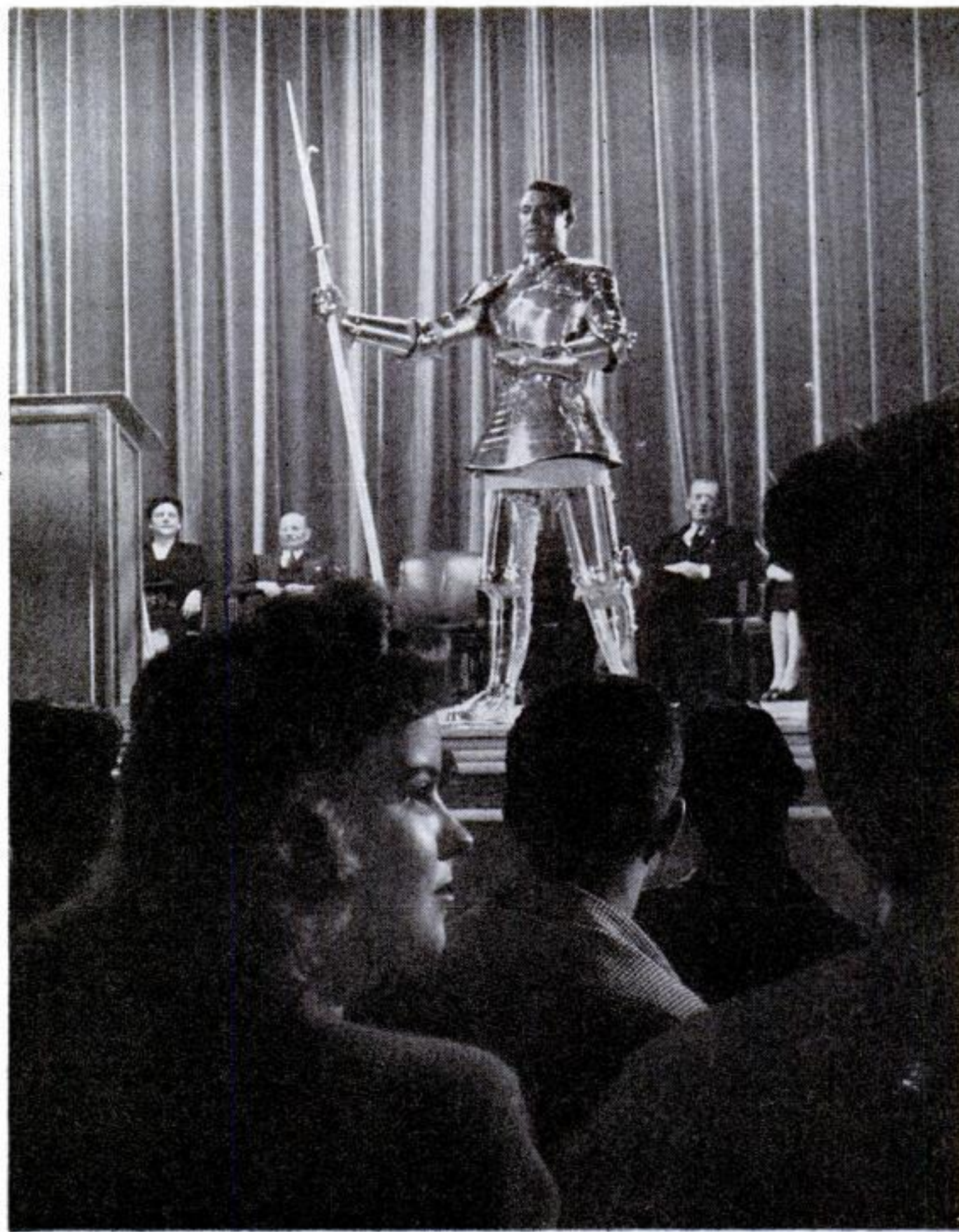
BOUND & GAGGED, SHE DEFIES BUZZ SAW

The Bachelor and the Bobby-Soxer

RKO's contribution to summertime screen humor is a comedy about Shirley Temple, who loves Cary Grant, who loves Myrna Loy, who loves Rudy Vallee. To rectify this impossible situation Grant begins escorting Miss Temple to the strenuous activities of the teen-age world, tries at the same time to woo her sister (Miss Loy) away from Rudy's clammy embraces. It takes him about 90 minutes. Interspersed through the story are some notably good comic moments: Shirley's first glimpse of her bachelor hero (*right*), when in her imagination his business suit changes to shining armor; Shirley's attempt to compromise her idol by appearing at his apartment thinly disguised as a *femme fatale*; a picnic track meet (*below*), in which Grant and Vallee go completely juvenile and try to impress Myrna Loy by fighting it out in the potato race.



UNDER GRANT'S JEALOUS EYE VALLEE PREPS FOR POTATO RACE



MISS TEMPLE SEES HER LECTURING HERO AS A MEDIEVAL KNIGHT

Welcome Stranger

In the enormously successful *Going My Way* Bing Crosby and Barry Fitzgerald played two argumentative Catholic priests who became good friends. In Paramount's *Welcome Stranger* they appear as doctors. With this minor change *Welcome Stranger* waltzes along in the same pleasant way as its predecessor. The greatest difference is that Crosby, by trading in his turned-around collar for a stethoscope, has been released from his priestly vow of chastity, now makes goo-goo eyes at the girl in the case, played by Joan Caulfield. The plot enables Crosby to perform an appendectomy on Fitzgerald (*below*) and lets the two spat about their different methods of shaving and fishing (*right*). In-between times Bing sings a song or two (the best: *My Heart Is a Hobo*), and Fitzgerald spouts medical lore in his Irish brogue ("Oi've got a stoi in me oi").



JOAN CAULFIELD, BING CROSBY OPERATE ON BARRY FITZGERALD



THE TWO DOCTORS ARGUE OVER WHO IS THE BETTER FISHERMAN

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THIS PREMIUM OIL GIVES YOUR CAR MORE POWER!

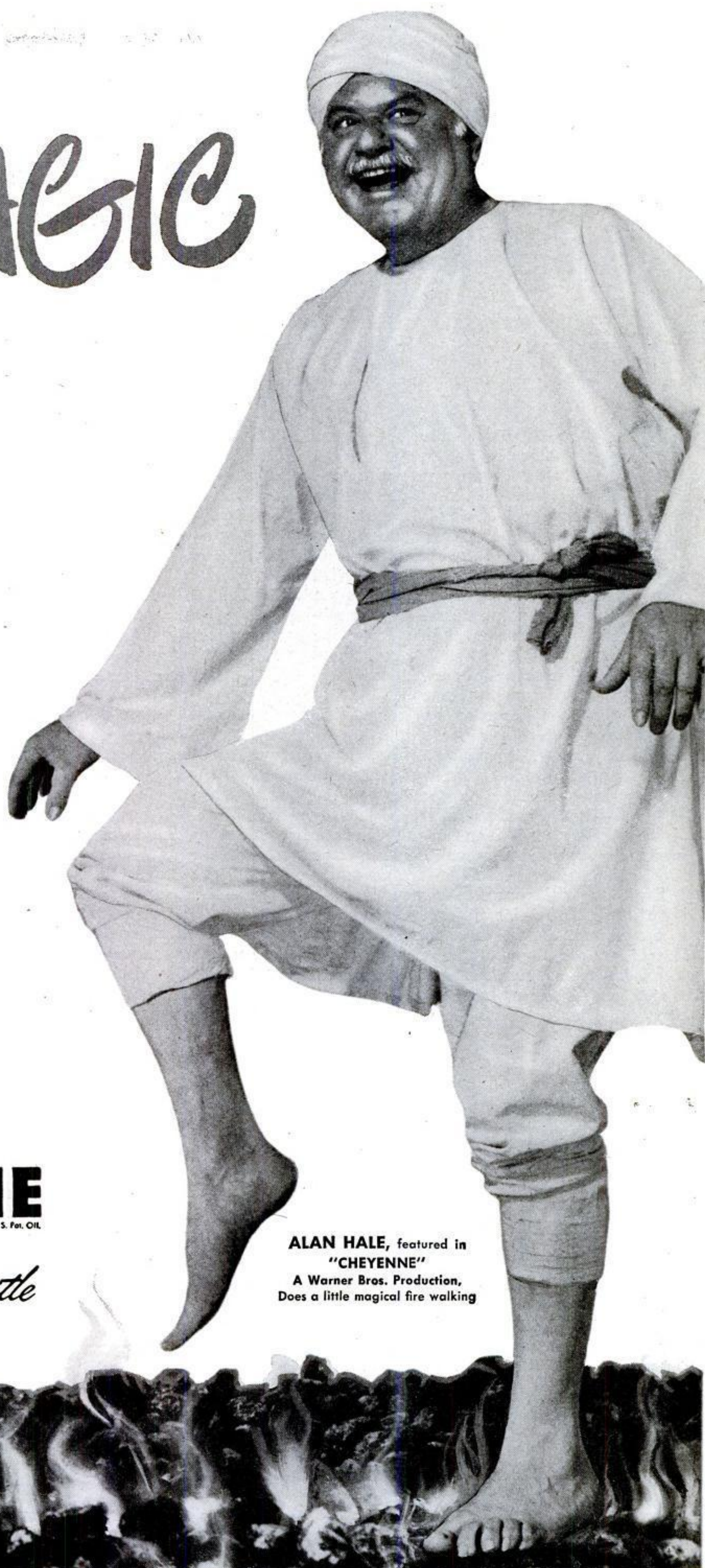
Unlike the magic of walking on hot coals, the performance of *premium* Sinclair Opaline Motor Oil is readily explained. This improved 1947 Opaline gives your car more power because it contains special chemicals developed by Sinclair. These chemicals clean carbon, sludge and other power-stealing deposits from cylinders, piston rings and pistons. Opaline cleans as it lubricates.

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ALAN HALE, featured in
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A Warner Bros. Production,
Does a little magical fire walking

ITALY'S MYTH OF AMERICA

In their barren provinces the peasants dream of the U.S.
as an enchanted land of big cities, riches and gold teeth

by CARLO LEVI

EVERYWHERE people think they know Italy, and indeed no other country in the world is better known, none more open and welcoming. Everyone knows Rome's baroque sunsets, with golden clouds hanging over the pine trees and the sensual fountains of Bernini; the amorous oriental marbles of Venice; the intellectual grace of Florence; the Persian colors of medieval Siena; the classical Bay of Naples, home of dolphins and tritons; the monotonous Arab enchantment of Sicily. Everyone knows Italian poets, artists and statesmen and the Church of Rome, shut up in its palaces behind the obelisk, which proclaims the victory of Christ. Many know the history of this land, the life of its city-states, the complex circumstances of its unification, its tragedies, enslavements, errors, tyrannies and glories, its patience and its deep capacity for creative liberty.

Yet far from the illustrious cities and the Roman roads there lies another Italy, the Italy of the peasants. Everywhere south of the Alps this Italy may be found—just beyond the dusty suburbs. Here is another nation. This peasant civilization is found in untouched, original form in the interior wastelands of the south, where there is no commerce from the sea, and the barren mountaintops of the lower Apennines seem to repel outsiders.

This is one of the poorest regions of Europe. Here there is little room for joy or hope. The plains are covered with rocks which have to be broken with a pickaxe; and in places there is only white clay, cracked under the blazing summer sun or turned into muddy bogs by the autumn rains. Nature seems solitary and heartless, as if it had taken on again its prehistoric aspect. The villages are most often situated on isolated mountaintops, like cities in the clouds. To the peasants the state has always been a distant and

The vision of America, the promised land, has appealed to all the peoples of the Old World. Nowhere has the vision been stronger or more fanciful than it is today among the poor peasants of southern Italy. Carlo Levi, Italian artist and author of the best-selling *Christ Stopped at Eboli*, lived with the peasants of Lucania after he was banished by Mussolini for anti-Fascist writings. Here he discusses the peasants' impression of America, so imaginative that it constitutes a modern myth.

abstract entity in which they could have no share except as victims. The state is to them a foreign and hostile power, a plague of nature like hail or malaria.

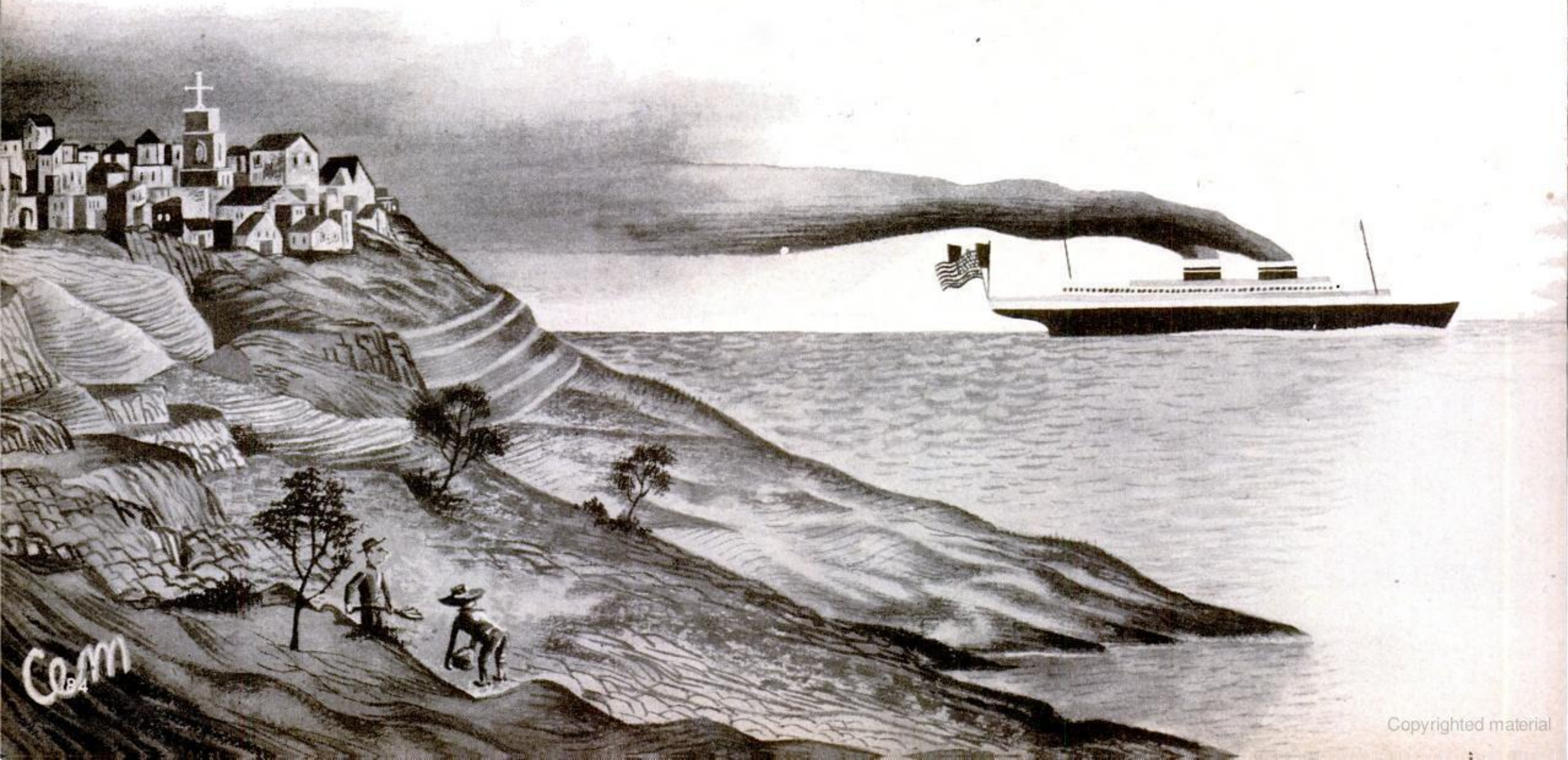
The melancholy loneliness of the peasant world results not only from the physical isolation of the villages, the bad roads, the impassable mountains, the climate, the malaria but also from the psychological atmosphere of this region. It is the sad but noble loneliness of a people richly endowed with the ancient virtues of patience, hospitality, human understanding and natural justice, but rudely shocked by "man's inhumanity to man," locked up in a world remote

from time and history, behind a wall of ancient customs and usages, surrounded by magic and pantheism. In this solitude, peopled by archaic pre-Christian divinities, by animal and earthly spirits and magic influences, man feels estranged from himself, hopelessly banished from impossible paradises. Upon such concepts the peasants have built a whole world of fancy and fable—myths of bygone days, stories of treasure hidden in caves and tree trunks and under solitary boulders.

Among the hundreds of myths cherished by the peasants one stands out among the rest by providing the perfect avenue of escape from grim realities. It embodies fable and fact, concrete existence and romance, necessity and imagination. It is their version, magical and real at the same time, of an earthly paradise, lost and then found again: the myth of America.

• • •

This myth of America has always been one of the chief incentives to emigration. And the myth, in turn, has been strengthened, enriched and



modified by the experiences of the emigrant in his actual contact with the New World. Because the peasants are steeped in magic, there is an overlap of reality and imagination in their minds. Together they make a dual super-reality which is to them very simple but which cannot easily fit into the unimaginative thinking of a rational modern man. America has come to be an essential part of the daily life of the south Italian village, a social and economic element mingled with their concepts of bread, work, family and sentiment of every kind, and at the same time a mystical sustenance and the basis of a magical religion.

In its time Italian emigration was a revolutionary phenomenon, a massive effort to break up the "farm bloc." An entire people left their native land for unknown shores. Most of them stayed there. But a few came back, and a new class arose in the unchanging villages—the "Americans."

Italian mass emigration dates from the 1880s, a period of economic and political upheaval in Italy and of large-scale demand for manual labor in the U.S. It is significant, however, that the Italian peasants had begun long before 1880 to think of America as a dream-refuge from their woes. In 1853, for instance, the inhabitants of the village of Vasto sent a petition to the Bourbon minister of the interior, asking for an end to deforestation, couched in these terms:

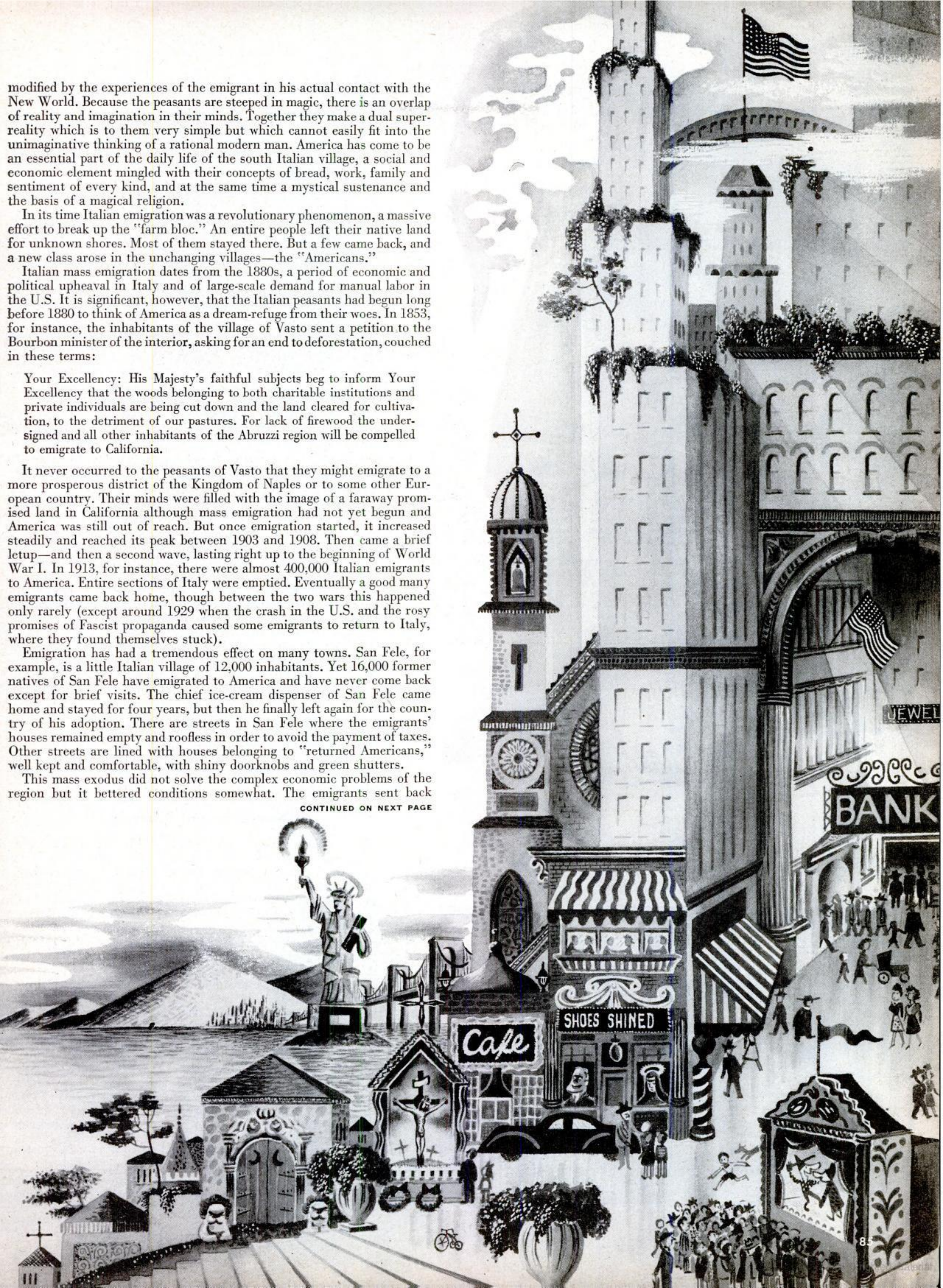
Your Excellency: His Majesty's faithful subjects beg to inform Your Excellency that the woods belonging to both charitable institutions and private individuals are being cut down and the land cleared for cultivation, to the detriment of our pastures. For lack of firewood the undersigned and all other inhabitants of the Abruzzi region will be compelled to emigrate to California.

It never occurred to the peasants of Vasto that they might emigrate to a more prosperous district of the Kingdom of Naples or to some other European country. Their minds were filled with the image of a faraway promised land in California although mass emigration had not yet begun and America was still out of reach. But once emigration started, it increased steadily and reached its peak between 1903 and 1908. Then came a brief letup—and then a second wave, lasting right up to the beginning of World War I. In 1913, for instance, there were almost 400,000 Italian emigrants to America. Entire sections of Italy were emptied. Eventually a good many emigrants came back home, though between the two wars this happened only rarely (except around 1929 when the crash in the U.S. and the rosy promises of Fascist propaganda caused some emigrants to return to Italy, where they found themselves stuck).

Emigration has had a tremendous effect on many towns. San Fele, for example, is a little Italian village of 12,000 inhabitants. Yet 16,000 former natives of San Fele have emigrated to America and have never come back except for brief visits. The chief ice-cream dispenser of San Fele came home and stayed for four years, but then he finally left again for the country of his adoption. There are streets in San Fele where the emigrants' houses remained empty and roofless in order to avoid the payment of taxes. Other streets are lined with houses belonging to "returned Americans," well kept and comfortable, with shiny doorknobs and green shutters.

This mass exodus did not solve the complex economic problems of the region but it bettered conditions somewhat. The emigrants sent back

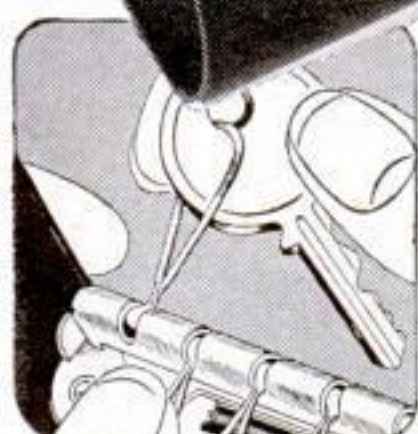
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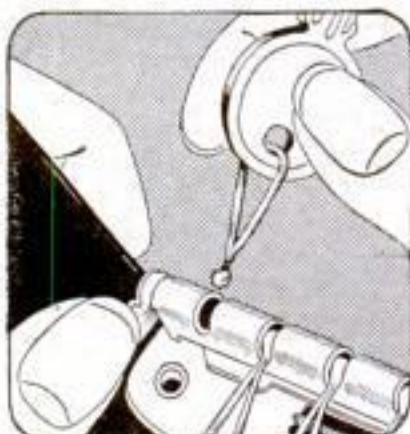


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LONG LASTING PROTECTIVE BEAUTY



THE DESOLATE LAND of such wind-swept southern Italian towns as Risana (above) helped nurture the legend of the rich, fertile fields in America.

MYTH OF AMERICA CONTINUED

money to their families and often they purchased a piece of land in their native place. The removal of excess manpower resulted in lower rents and higher wages for those who stayed home. The landowners, unwilling to lose their cheap labor, at first opposed emigration and attempted to have it forbidden by law. But they could not stop the onrushing stream. Poor peasants were not the only ones to go. Many small property owners sold all they possessed in order to buy the prized *ticchetto*, the passage to America.

Those emigrants who completely disappeared lived on in the memories of their townsmen. They were spoken of as vague and engaging shadows who had passed, without dying, into a mysterious other world. There were strong ties between the old world and the new, not only because of money matters and family relationships but simply because the two exercised a mutual attraction over one another by their very existence, somewhat like the unseen bonds between heaven above and the earth below. Many Italian emigrants never adapted themselves to their new surroundings. Even in big cities they continued to live as if they were still in the white Italian villages atop the malaria-ridden mountains.

"New York and Broccolino"

AMERICAN influence on everyday life is apparent everywhere in southern Italy. The language of the peasants is strewn with words coined in the U.S. that are a queer mixture of English and Italian. The oldest is *ticchetto* (ticket), symbol of the first stage of the great adventure. The shovel, commonest tool of the Italian highway- and railroad-builder in America, became in Italian *la sciabbola*. American place names took on a softened and familiar sound like Massaciustette and Broccolino. I have often asked old "Americans" to tell me about the places they had seen over there, but they are often very vague on the subject. It seems almost as if, after all their struggle to attain the promised land, they had never actually looked upon its face or really entered it but had been content to linger on the threshold and feel its existence around them. They gave me only the most general descriptions: "a big, big city" or "a big bridge between New York and Broccolino." They have more distinct memories of the street where they lived, the store kept by their relatives and the limited circle of friends from their own village. They have brought back with them from this narrow world, where they were at last free from fear, all sorts of souvenirs. Many of them have returned with their mouths sparkling with gold teeth. Others have brought back calendars, photographs, newspaper clippings and advertisements, which were pinned up on the walls of their homes and their shop windows and turned yellow with age, covered with flies in the sun. The baker of Avigliano still keeps calendars advertising the bakery of his cousin in New York. The peasants' thoughts and aspirations came to be cen-

CONTINUED ON PAGE 89

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Time-ripened pears gain a mellow flavor, a taste that time alone can yield. And "flavor-aging" . . . which blends rich Jamaica ginger with other choice ingredients and ages them for months . . . gains for Clicquot Club Ginger Ale a wonderfully mellow, distinctive taste. The superb flavor of this quality ginger ale has made it "over 50 years a favorite."



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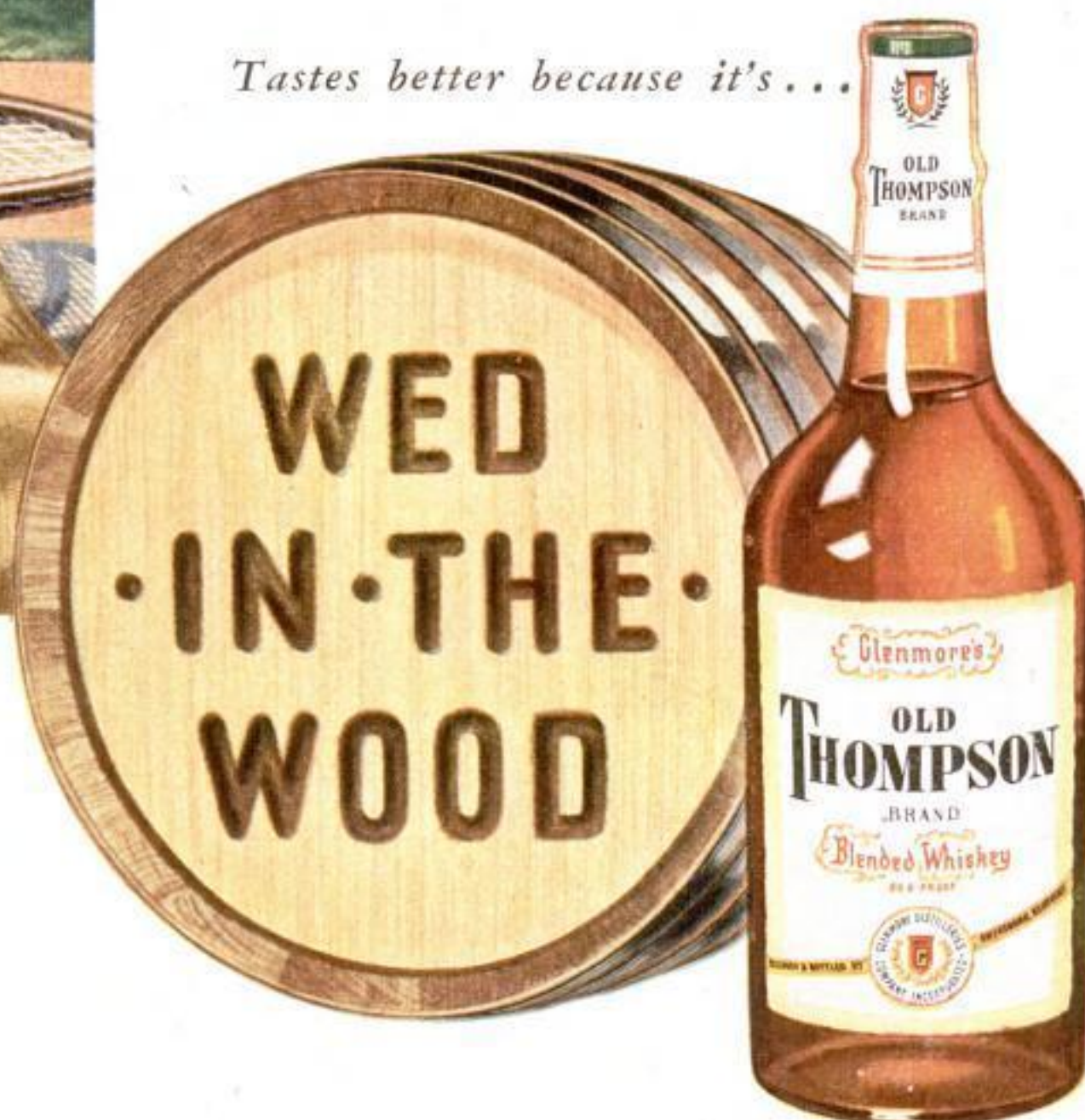
*When on summer nights
You turn on the lights
And the neighbors come over to play
No matter who wins
There'll be plenty of grins
When Old Thompson appears on the tray.*

H. E. Kelley

So next time make it Old Thompson
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to assure a perfect union of these
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SWINDLED IMMIGRANTS became a problem in 19th Century. Swindlers took peasants' savings in return for passage to America and promise of jobs, left them jobless in U.S., where immigration officials had to feed them (above).

MYTH OF AMERICA CONTINUED

tered in faraway, friendly America rather than in Naples and Rome.

America is present not only in the language and memories of the peasants but in the objects of everyday life and the tools of their trades: razors, scissors, armchairs. These importations from the other side are the outward signs of the peasants' religious devotion to all that is American. They very often use American weights and measures—inches, feet and pounds—instead of the European metric system. Many village streets, even during the Fascist regime, were called "Via Washington." In fact this is a popular street name all over the regions of Apulia, Basilicata and Calabria.

Family life, relations between the sexes and religion have all been influenced by the journey to America. Strict, old-fashioned morals have been considerably modified; crimes of passion and jealousy have become infrequent; women have cast off many of their shackles; free love and illegitimate children are on the increase. A rather practical reason for such changes is the large number of men who emigrated, leaving their brides at home. In 1901, when the peak of emigration had not yet been reached, there were in Calabria alone 42,963 women with husbands overseas, and this number increased in the following years. At first the men sent back letters and money. The women began to buy new clothes and shoes and to sit in the front pews of the village church beside the gentry. There was, indeed, a certain snobbery about the "Americans." Later some of the husbands returned and built white stucco houses for their families on the main square of the village. Others never came back, and they gradually stopped writing letters and sending money:

My husband doesn't write from America;
What can I have done to offend him?

says the deserted bride in an Italian song. She must either sink back into poverty or else acquire a new husband and children.

Some former emigrants, particularly in Apulia and Sicily, have kept their American ways. They are quick-witted and enterprising and in many cases have contributed to the modernization of local life. When I recently revisited Matera, after many years, I found a new public swimming pool built with the savings of a returned "American." But most of the peasants who have come back even after a lapse of many years are exactly the same as they were when they left. While they were away they remained a part of the old community and its civilization. When they return, they soon forget what little English they have learned on the other side, sink their savings into a piece of barren land, pick up their former trade, recover the age-old way of life. The only explanation of their total relapse lies in the nature of the myth of America; indeed the relapse is a conclusive proof of the myth's existence.

The myth of America is no such romantic invention as the "South Sea Islands." It is not a creation of the intellect, such as that last of the myths of Western Europe, "Paris, City of Light," nor is it a social and political myth like that of Soviet Russia. It is a true, a magical myth, the expression of a peasant world, where magic has real power and every object has, in consequence, a dual nature. Because it is my most directly experienced comprehension

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AMERICAN SOLDIERS revived the myth after war had shut off the U.S. Italian peasants were impressed with the GIs' friendliness (above) and money.

MYTH OF AMERICA CONTINUED

of the peasants' feeling for America, I refer to a passage in my own book, *Christ Stopped at Eboli*:

The Kingdom of Naples has perished, and the kingdom of the hopelessly poor is not of this world. Their other world is America. Even America, to the peasants, has a dual nature. It is a land where a man goes to work, where he toils and sweats for his daily bread, where he lays aside a little money only at the cost of endless hardship and privation, where he can die and no one will remember him. At the same time, and with no contradiction in terms, it is an earthly paradise and the promised land. . . . As a place to work, it is indifferent to them; they live there as they would live anywhere else, like animals harnessed to a wagon, heedless of the street where they must pull it. But as an earthly paradise, Jerusalem the golden, it is so sacred as to be untouchable; a man can only gaze at it, even when he is there on the spot, with no hope of attainment.

It is because the peasants see in America the magical vision of both an earthly paradise and a promised land that the myth has its dual nature. So does every image and object belonging to it; for instance, the pictures of Franklin Delano Roosevelt in the peasant houses. This, too, I have tried to comprehend in my book:

. . . The eyes of the two inseparable guardian angels that looked at me from the wall over the bed. On one side was the black, scowling face, with its large, inhuman eyes, of the Madonna of Viggiano; on the other a colored print of the sparkling eyes . . . and the hearty grin of President Roosevelt. I never saw other pictures or images than these: not the King nor the Duce, nor even Garibaldi, no famous Italian of any kind, nor any one of the appropriate saints; only Roosevelt and the Madonna of Viggiano never failed to be present. To see them there, one facing the other, in cheap prints, they seemed the two faces of the power that has divided the universe between them. . . . Sometimes a third image formed, along with these two, a trinity: a dollar bill, the last of those brought back from across the sea, or one that had come in the letter of a husband or relative, was tacked up under the Madonna or the President or else between them, like the Holy Ghost or an ambassador from heaven to the world of the dead.

This is the mythical value of the dollar, the *pezzo* of the emigrant's money order to his family at home: it is at one and the same time a bank note with concrete purchasing power in the village, a factor in the national budget because it can purchase foreign imports and, by virtue of its dual magical nature, a gift from the powers above. The dollar bill is chiefly used to honor the Madonna. The peasants pin it to the clothing of religious statues and burn it during the display of fireworks on the feast days of the major saints. In other words the dollar is a sacred object—not in the worship of financial success but in the peasants' magic conception of paradise. Just after the Allied invasion, when the exchange value of the dollar began to fluctuate wildly, the peasants of southern Italy underwent an almost religious crisis. What? The dollar had lost its value. Ten dollars would no longer buy a sheep? This actually weakened the myth of America. The newest official exchange threatens to undermine the faith of the peasants

CONTINUED ON PAGE 92

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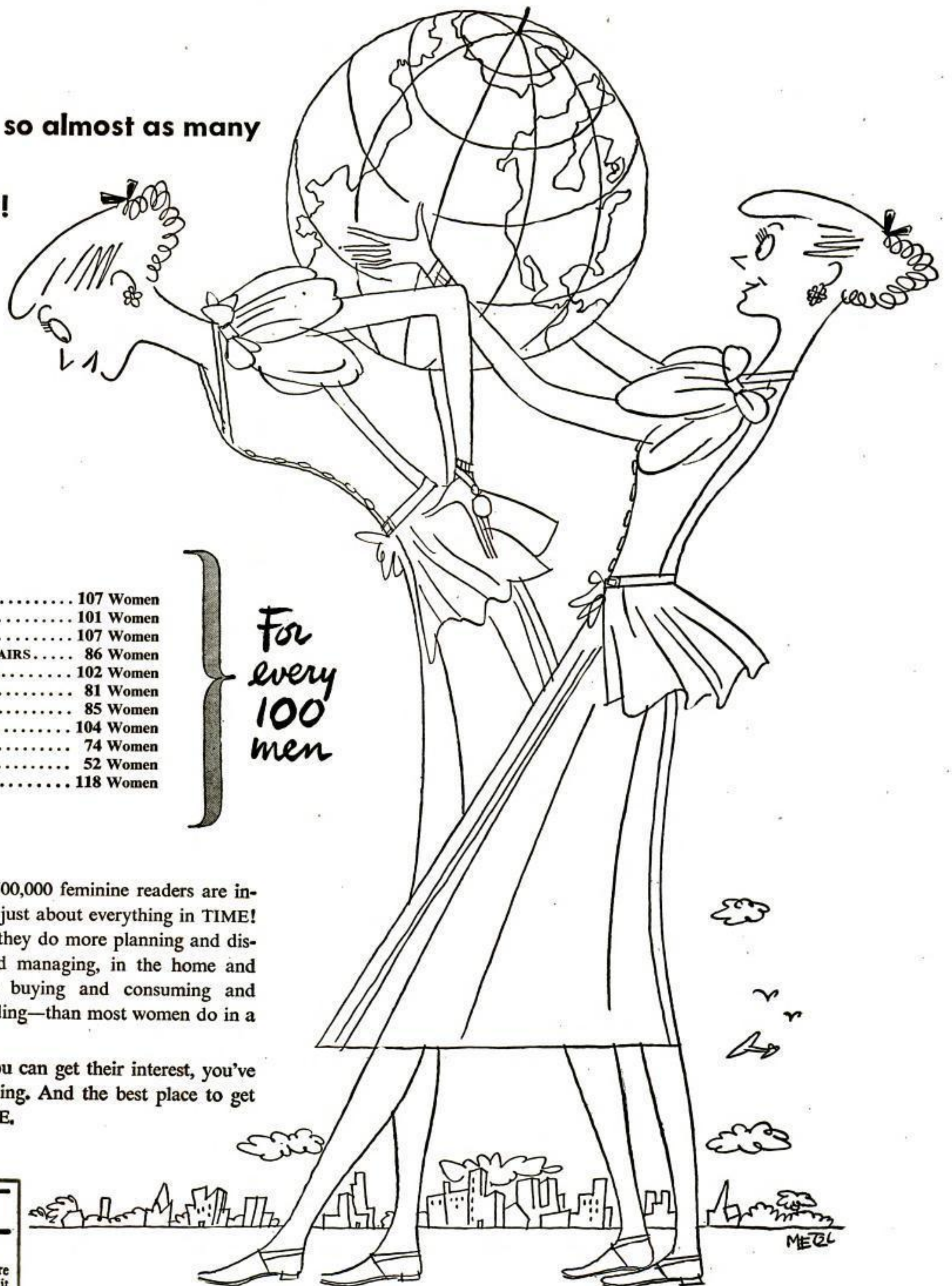
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LETTERS.....	97 Women	SPORT.....	52 Women
MEDICINE.....	102 Women	THEATRE.....	118 Women

For every 100 men



READ BY 117 WOMEN TO EVERY 100 MEN

CINEMA

The New Pictures

The Egg and I (Universal-International), an adaptation of Betty MacDonald's cackle-happy best-seller about a city couple who learn to run a poultry farm, will probably be just as popular as the book. Fred MacMurray and Claudette Colbert, who pretend to be the distraught pioneers, are sure-fire box-office comedians. And the show is rife with sure-fire laughs. The picture is, indeed, just a little bit too sure-fire for its own good. It has some

TIME's 1,500,000 feminine readers are interested in just about everything in TIME! In a week they do more planning and discussing and managing, in the home and out—more buying and consuming and recommending—than most women do in a month.

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INTERNATIONAL AFFAIRS

91 WOMEN TO EVERY 100 MEN

The Greater Danger

The high price of food not only haunts the housewife, it harassed an Administration caught in the middle of a world war. Last week, testifying on the President's \$350 million relief bill, Herbert Hoover showed how acute that crisis had become. The world could not feed itself. U.S., Canada, Argentina and Australia representing only 8% of the world's population, were supplying 90% of the world's food exports. They would have to stop or the world would starve.

Facts & Contradictions. Hoover's money limned a desperate situation.

SCIENCE

Pampered Rodent

The U.S. Department of Agriculture has many vexing problems. Last week it had a stopper: a chinchilla with "the slobbers." Its front teeth had grown so long that it could not eat. Agriculture experts did what they could, but the sick chinchilla had slobbered too long; it died of malnutrition.

The appeal was the first of its kind, but



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● Shown at left are a few of the many articles in one recent issue of TIME that satisfy an intelligent woman's natural curiosity about the world around her... and appeal to her personal interest in how the world affects her home, her family, and herself!

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Use SKIP-FLEA Soap and Powder

• Yep, here's *one* flea powder that doesn't make me itch and scratch. You see, it's a new formula with a combination of ingredients that annihilates my fleas... without stirring them up. Like all Sergeant's products, it's been carefully tested on dogs, and in clinical laboratories.

It's safe... it's sure... it's fast... it's Sergeant's SKIP-FLEA... and we can get it in the new 50c economy size at any drug store. Ask for Sergeant's SKIP-FLEA Soap, too. Come on, let's get some today!

Sergeant's
DOG CARE PRODUCTS



FOOD FROM AMERICA gave proof to the Italian peasants that in spite of the war the paradise across the ocean was still prosperous and productive.

MYTH OF AMERICA CONTINUED

and to have its effect on religious feasts and fireworks, on the worship of the Madonna and the saints.

The Statue of Liberty in the harbor of New York is to the peasants an image of the Madonna, not a black, earthly Madonna but a shimmering white Madonna with a light-bearing torch in her hand that gleams with the most precious and magical of metals—gold. Politicians have been quick to see possibilities in this mythical identification and to play them up to their advantage. During recent local elections the left-wing parties in Apulia joined together on the ballot under the sign of the Statue of Liberty. They won a substantial victory over the conservative barons and landowners, partly because peasants voted for the Madonna of Liberation.

The mythical America, both real and unreal, rooted in fact and fancy, appears in popular songs and poems in a variety of guises: as a definite place where men work for a living, as a place of refuge or escape, as a fairyland, as a land, even as the very edge of the known world. Many songs of family love have America for a background:

"Mother, give me a hundred lire
And to America I shall go. . . ."
"A hundred lire you shall have,
But to America—no, no, no!"

America enters into the vicissitudes of life in this Calabrian lament for the great earthquake of 1908:

The beautiful city of Reggio,
Known as the "fairy queen,"
Reggio, beautiful Reggio,

Is pitiful to be seen. . . .
From faraway America
There came a telegram,
Asking for our dear mother. . . .

And these lines from a song portray the dual nature of America:

Here's America for you:
Hard work and money;
A cross of gold, but all the same a cross. . . .

After World War I American quotas and Fascist policy in Italy combined to stem the flow of emigration. The bonds between the two countries weakened steadily until the war cut them entirely. Then two unexpected events revived the myth of America. First, the arrival of the American Army on Italian soil. The inhabitants of the promised land had come; these must be messengers from heaven. Certainly they were not as other men, even when

CONTINUED ON PAGE 93

Bringing out the finest flavor



Season your steak with a skillful hand and a world of flavor comes flooding forth. But be timid with your touch and the taste lacks fullness. Be overly vigorous and you taste the seasoning instead of the flavor. It takes a gift of genius to lure shy flavors from their hiding places. And you sense this gift in the matchless flavor that is yours in every bottle and can of Schlitz . . . brewed with just the *kiss* of the hops.

*Just the KISS
of the hops*

Copyright 1947, Jos. Schlitz Brewing Co., Milwaukee, Wis



**The Beer that made
Milwaukee Famous**

Practicing **American**



A National Guardsman works with the magic of radar.

WHEN he was just a little guy, he learned to box. Not to pick fights, but to keep Old Man Trouble on the other side of the street. That's the American Way.

Today, he's a National Guardsman—one of hundreds of thousands of thinking young Americans. ALL cherish an abiding faith in themselves and their Country. They are proving it now by giving of their spare time—voluntarily—that America may stay strong and forever free.

In the 48 states, in the territories . . . the new National Guard builds upon a tradition that is old as the nation itself. But "Hayfoot-Strawfoot" has gone the way of powder-horn and musketball. This is the Atom Age. Every awakened citizen knows that it could happen here—swiftly and without warning. If ever again Old Man

Trouble threatens, a mighty force of trained civilians will be ready and able to put him in his place.

The new National Guard aims at high, Regular Army standards. Its personnel must meet identical physical and mental requirements. While training, National Guardsmen get Regular Army pay and instruction from hand-picked specialists.

They maintain and operate modern air and ground equipment—radar, radio and complex signaling devices . . . a variety of ordnance. They study business administration, the basic principles of leadership. Much of this training augments the Guardsman's earning power.

The National Guard stands shoulder to shoulder with the Regular Army. A vital instrument for Peace, it deserves your whole-hearted

support. It is *your* Guard—do all *you* can to encourage its high purpose.

HERE IS HOW: If you are a WIFE—Encourage your man's decision to serve his Country *at home*.

If you are a healthy, young AMERICAN—Serve your Country, with your friends and neighbors; earn the respect of those who are close to you.

EMPLOYERS do a great public service by granting Guardsmen-employees 15 days for summer training at no sacrifice of their income or vacation period.

★ Listen to the "National Guard Assembly," with Paul Whiteman, Wednesday, 8:30 P.M., EDST, ABC Network.

The National Guard is raised by the states. Strength, composition, training and efficiency are under the guidance of officers selected by the War Department. There are National Guard units in each state, in Hawaii, Puerto Rico and the District of Columbia. "Your National Guard helps guard the peace."

For full information about the new National Guard, contact the officers of your local unit or write to the Adjutant General in the capital city of your state.

The National Guard

★ ★ ★ **OF THE UNITED STATES** ★ ★ ★

MYTH OF AMERICA CONTINUED

they had Italian names because they were the sons and grandsons of emigrants. They were liberators, with powerful weapons, with money jingling in their pockets, and they swept through the villages south of Naples without stopping, like visitors from another planet.

The second event was the arrival, after years of silence, of packages of food and clothing. Communications with the other world were resumed, and there was proof that the lost paradise still existed beyond the seas. An essential and sorely missed part of the peasants' life was restored to them. In the precious packages from America they rediscovered the capital city of their souls. They heard from relatives and friends who had dropped completely out of their ken. At last they had something to talk about besides the gossip of their own village, and they could learn from America how to build themselves a new form of government. The peasants of southern Italy have often shown more interest in American politics than in their own. The election of William Howard Taft, who was considered a friend of the Italians, was greeted with band music and fireworks. When the peasants were called upon last summer to choose between the monarchy and a republic, they had the example of the U.S. in mind. The millions of votes cast that turned Italy into a republic were due in considerable measure to the myth of America.

Since the war a new spirit has grown up among the south Italian peasants. For the first time in history they feel close to their government and ready to take part in the experiment of democracy. With time the myth of America may undergo a change; it may lose its magical character and become rather an inspiration to action. Even then it will remain deeply rooted in two realities: the very old civilization of the peasants and the modern civilization of the New World.

There is in southern Italy a song about America, a lament filled with sorrow but also with patience and resolution:

America is very long and very wide,
Surrounded by mountains and the sea.

We came, then, to America,
We built towns and cities;

We slept on the bare ground,
Taking our rest like beasts of burden. . . .

The emigrants who built these "towns and cities" have shared in the making of America, not a mythical or magical America, but an immense reality. Where they came from there are still the same ancient villages perched on stony mountains, with all their old problems: poverty, malaria, backward agricultural conditions and, on top of all these, the ravages of war. There, too, Italians must build new "towns and cities." To them the myth of America might prove a realistic inspiration.



CARLO LEVI lives, writes and paints in a big studio in Rome. A showing of his vivid paintings was held in New York's Wildenstein galleries last month.



"That awful whisper shocked me for days!"



"I JUST couldn't get over it—those two girls from the office not wanting to ride up in the elevator with me—whispering that I was careless about 'B.O.'! I'd never been so embarrassed in my whole life!"

"THAT WHISPER preyed on my mind. Then I faced the fact squarely—anyone can be guilty of 'B.O.' My fault was that I didn't guard against it. I decided to get some Lifebuoy and use it every morning in my bath!"

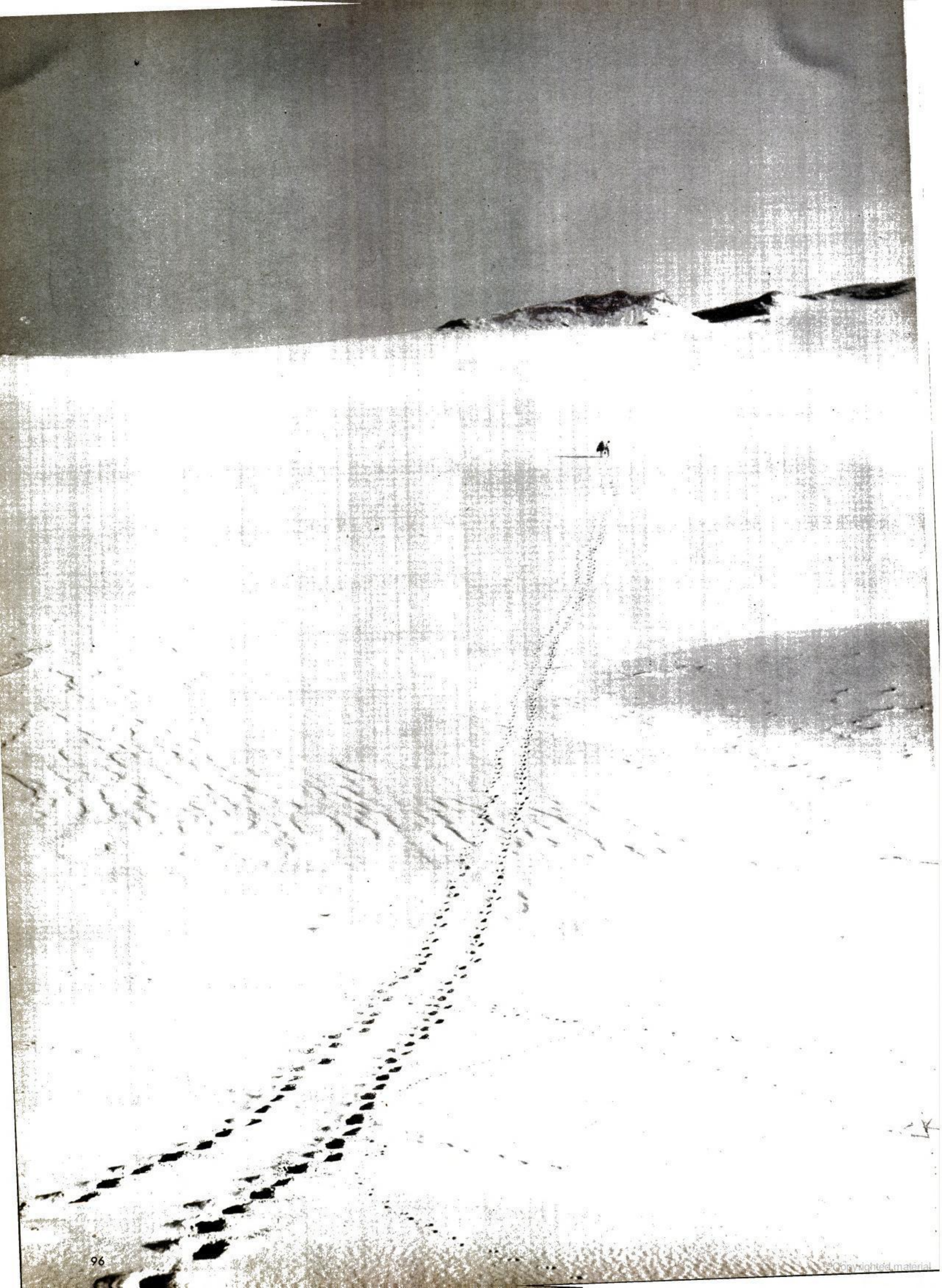
NO MATTER HOW HOT IT GETS, I KNOW I'LL BE SAFE FROM "B.O." — THANKS TO LIFEBOUY! AND LIFEBOUY IS SO MILD — SO REFRESHING — I USE IT EVERY DAY!



A PRODUCT OF LEVER BROTHERS COMPANY

HOW TO STEP UP PROTECTION AGAINST "B.O." (body odor)

Tests prove that Lifebuoy not only stops "B.O." but that you can build increasingly better protection against "B.O." by bathing with Lifebuoy every day. Try it. Bathe with Lifebuoy for just seven days. See how fresh and clean your skin feels. When you know that a daily Lifebuoy bath stops "B.O." faster, gives you longer-lasting protection, you won't ever miss your "BATH A DAY THE LIFEBOUY WAY!"





OVER BREAKFAST THE FALLONS LOOK OUT ON PROVINCETOWN HARBOR

Life Goes on a Cape Cod Holiday

Two young Bostonians wander over the sand dunes

To get away by themselves for a few quiet summer days a young couple from Boston, John and Jane Fallon, took a boat trip last week to Provincetown, Mass., a fishing village and artist colony on the tip of Cape Cod. There they roamed through the peaceful old town, looking for antiques and seeing the sights (*following pages*), hired bikes and pedaled out beyond town to the dune wilderness of Peaked Hill Bars and had a picnic in the hull of a wrecked ship (*bottom, right*). At left, John and Jane, both 23 and married a year, wander across Devil's Dip, a pocket-sized American desert that few Cape Codders have ever seen.



BEYOND PROVINCETOWN the dunes are covered with scrub pine. Here Jane and John rest after hilly pedaling. Behind them is Pilgrim Monument.

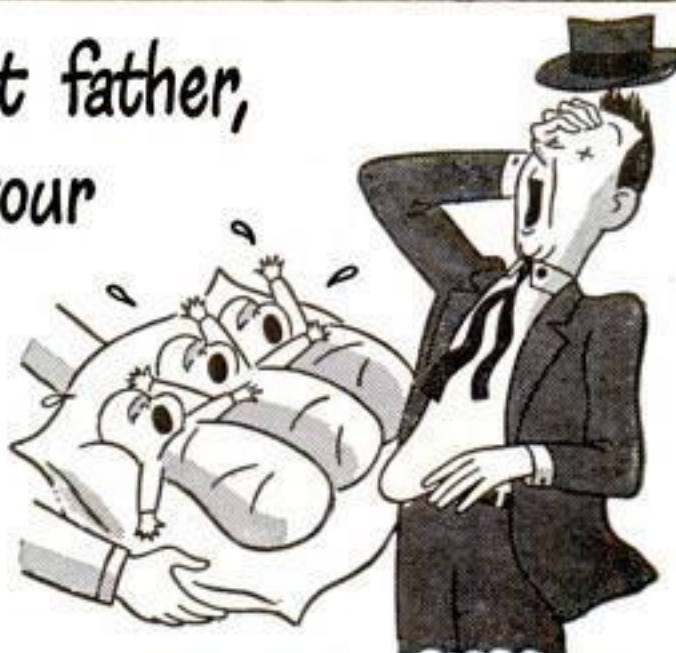


DOWN A DUNE, hand in hand, on deserted Peaked Hill Bars romp the Fallons (*above*). John has recovered from wounds he sustained as a GI in South Pacific. With Jane (*below*) he picnics in wrecked hull of a rumrunner that ran aground off Race Point trying to sneak into Plymouth.



If you are an expectant father,
the odds **AGAINST** your
having triplets are
8,000 to 1

From "You Bet Your Life"
by Leo Guild
Courtesy Marcel Rodd, Inc., Publishers



BUT the odds in **FAVOR**
of your liking
MARACA RUM
are **301 to 1**

Based on statements of prominent
purveyors of liquor as to whether
they personally like Maraca Rum.

MARACA RUM
LIGHT AND DRY...
in step with the times

Distilled, prepared and bottled by Mayaguez Distilling
Company, Mayaguez, Puerto Rico. W. A. Taylor
& Company, New York City, Sole Agents for U.S.A.



Puerto Rican Rum
White Label
Gold Label
86 proof



Yes... he's used to the best!



He pays \$600 for his Bolex camera...
...yet only 5¢ for the best sparkling water!

EVERVESS Yes, Yes!

Makes drinks taste better—costs less!



YES ... it's bonded for quality by a famous surety company.

YES ... it gives you a dime-size bottle for a nickel!



Product of Pepsi-Cola Company

Cape Cod CONTINUED



JOHN AND JANE watch designers painting sets at Provincetown Playhouse, which often features works of playwright and former resident Eugene O'Neill.



RENTING BIKES at the Hideaway Club, a local night spot on the waterfront, the Fallons haggle with the proprietor, who also sells lobsters, live and boiled.

CONTINUED ON PAGE 101



What your Handwriting tells you about your "E. Q."*

Write "dextrose is food-energy sugar" here . . . then read the graphologist's analysis of the sample most nearly like yours.

dextrose is food-energy sugar.



This handwriting reveals initiative and originality. This man may be a successful author. His physical and mental activity is derived chiefly from dextrose.

dextrose is food-energy sugar.

Here we find original ideas and imagination combined with accurate achievement. He should find success in sales work. He probably uses more-than-average amounts of dextrose to sustain his vitality.



dextrose is food-energy sugar.



This manual worker perseveres in his job, but his quick temper is a handicap to his progress. His lack of emotional control has nothing to do with his daily use of dextrose.

dextrose is food-energy sugar.

This young man's script shows ability to concentrate, doing work calmly and accurately. His physical stamina and mental activity are sustained by dextrose sugar.



dextrose is food-energy sugar.



This executive's writing indicates great driving power. He is optimistic, and very impressionable. His vigorous pace is chiefly powered by dextrose.

dextrose is food-energy sugar.



This young man's ambition and accomplishments are hindered by his physical condition. He is under nervous pressure, and is easily exhausted. His energy may be restored with dextrose.

Your personality, your character, your ability to make money and to achieve success . . . even your hopes for happy marriage may all be indicated by your handwriting.

See for yourself how your handwriting suggests whether you're dynamic, placid, energetic or listless.

Analyze your own handwriting

Write "dextrose is food-energy sugar" in the space above.

Compare your writing with the basic type that most closely resembles yours, (masculine types to the left—feminine types to the right). See how a famous graphologist's interpretation may suggest how rapidly your body consumes dextrose . . . the food-energy sugar that chiefly maintains your mental and physical *Energy Quota.

What maintains your "E. Q."?

Pure white, sparkling dextrose sugar is the basic carbohydrate which provides power for all mental and muscular activity. It is the "fuel" sugar of the body, always present in the blood stream and in all tissue cells.

No matter what your occupation or activity, the energy necessary for all muscular and mental effort is largely supplied by dextrose sugar.

This page is presented for your interest by Corn Products Refining Company, one of the producers of dextrose sugar.

dextrose is food-energy sugar.



This woman's writing reveals mental and physical activity, good education and versatility, with executive ability and business sense. Always on the go, dextrose helps provide her with energy.

dextrose is food-energy sugar.



This intelligent young woman is independent in thought and action. She works quickly and carefully. She is a pleasant associate. Her vitality is high, her activities are powered chiefly by dextrose.

dextrose is food-energy sugar.



Here we find a very emotional, affectionate nature. She is the protective, motherly type. She has strength of character. She is the type who uses average daily amounts of dextrose sugar.

dextrose is food-energy sugar.



While cheerful, warm hearted and sympathetic, this girl will not be imposed upon. She accomplishes her practical duties calmly and efficiently. Her clear mind is powered by dextrose.

dextrose is food-energy sugar.



This rhythmical script reveals the keen mind of an artistic woman. Eternally young, she is interested in everything new. Healthy in mind and body, dextrose helps maintain her energy.

dextrose is food-energy sugar.



This young woman's writing indicates a logical mind. She possesses good executive ability. She will be an efficient homemaker. Her calm, well-poised activity is supported by dextrose sugar.

© C. P. R. Co., 1947

Some things you should know about epilepsy

No. 205 in a series of messages from Parke, Davis & Co.
on the importance of prompt and proper medical care.

EPILEPSY is one of the most widely misunderstood of all diseases.

Many people believe that there's no effective treatment for it, that it's a kind of feeble-mindedness, that it always becomes worse as the patient grows older, and that he has no chance of leading a normal life.

Your doctor, however, will tell you these ideas are false.

The truth is that medical science has accomplished a great deal in its attempt to control epilepsy, and today the outlook for most persons who have the disease is distinctly hopeful.

What is epilepsy?

In broad and simple terms, epilepsy is a disorder in which the patient suffers recurrent nervous seizures. These seizures—usually characterized by muscular convulsions and sometimes by the loss of consciousness—vary greatly in frequency, duration, and intensity.

The fundamental cause of epilepsy is unknown, although a variety of contributing causes have been established.

Contrary to popular belief, heredity as a rule does *not* play the major role in epilepsy. The chances that an epileptic will have an epileptic child are only about one in forty.

Can epilepsy be controlled?

Epilepsy most often begins in childhood or adolescence. In times gone by, a diagnosis of epilepsy was a dreadfully heavy blow. But today the doctor can usually give the parents—and the child—much encouragement and hope. The following figures explain why this is so:

In approximately one out of six cases, the disease eventually disappears—and disappears completely.

Where the disease does not disappear, nearly 50 per cent of the patients are—with proper medical care—entirely free of seizures. Another 25 per cent or so can be almost entirely free, and can lead a virtually normal life.



The treatment of epilepsy

In most cases, modern drugs are the doctor's chief weapon. *Only the doctor knows which drug or drugs should be used, and in what dosage.*

Using these medicines, the doctor has been able to give epileptics a new lease on life. Once haunted by the threat of seizures and the danger of gradual mental deterioration, they often spent their days in tragic seclusion. But now most of them can

lead normal lives. They can work, swim, dance, and play golf or other games. Children can go to regular schools and are able to study and play on a par with their schoolmates.

SEE YOUR DOCTOR! If you or your children ever experience a seizure—however mild—*see your physician promptly.* With epilepsy, as with any other disease, he can be of greatest help when you give him a chance to fight the ailment in its *earliest* stage.

Makers of medicines prescribed by physicians

PARKE, DAVIS & CO.

Research and Manufacturing
Laboratories • Detroit 32, Mich.



FOUR OLD BELLS, whose owner claims they come from a sugar plantation in Cuba, hang in backyard of a house right on Provincetown waterfront.



IN THE PORTHOLE WINDOW of a gift shop along Commercial Street, Jane and John Fallon pick out souvenirs, sold everywhere in Provincetown.



FIRST LANDING of Pilgrims in America is commemorated by this tablet. Historians in Plymouth across Cape Cod Bay hotly dispute its authenticity.

CONTINUED ON NEXT PAGE

At the Sign of **FRIENDLY SERVICE**

NOW.
Mobil
Tires



Guaranteed by the Makers of Mobilgas and Mobiloil!



PROVED IN MILLIONS OF MILES

Tough, dependable Mobil Tires offer you extra safety for your family...extra savings through long mileage...plus trouble-free driving. Never before has a tire won so many friends so fast!



FAMOUS FRIENDLY SERVICE, TOO

Drive in for Mobil Tires where you get all-around protection for your car—at your Mobilgas Dealer's. Get the regular tire service that goes with *complete* Mobil-Care for your entire car.

**For the Tire Quality You Want —
with the Car Service You Want**

**See Your
Mobilgas Dealer**



SOCONY-VACUUM OIL COMPANY, INC.
and Affiliates: Magnolia Petroleum Co., General Petroleum Corp.

a *Gaby* tan 
is a
Beauty
tan!

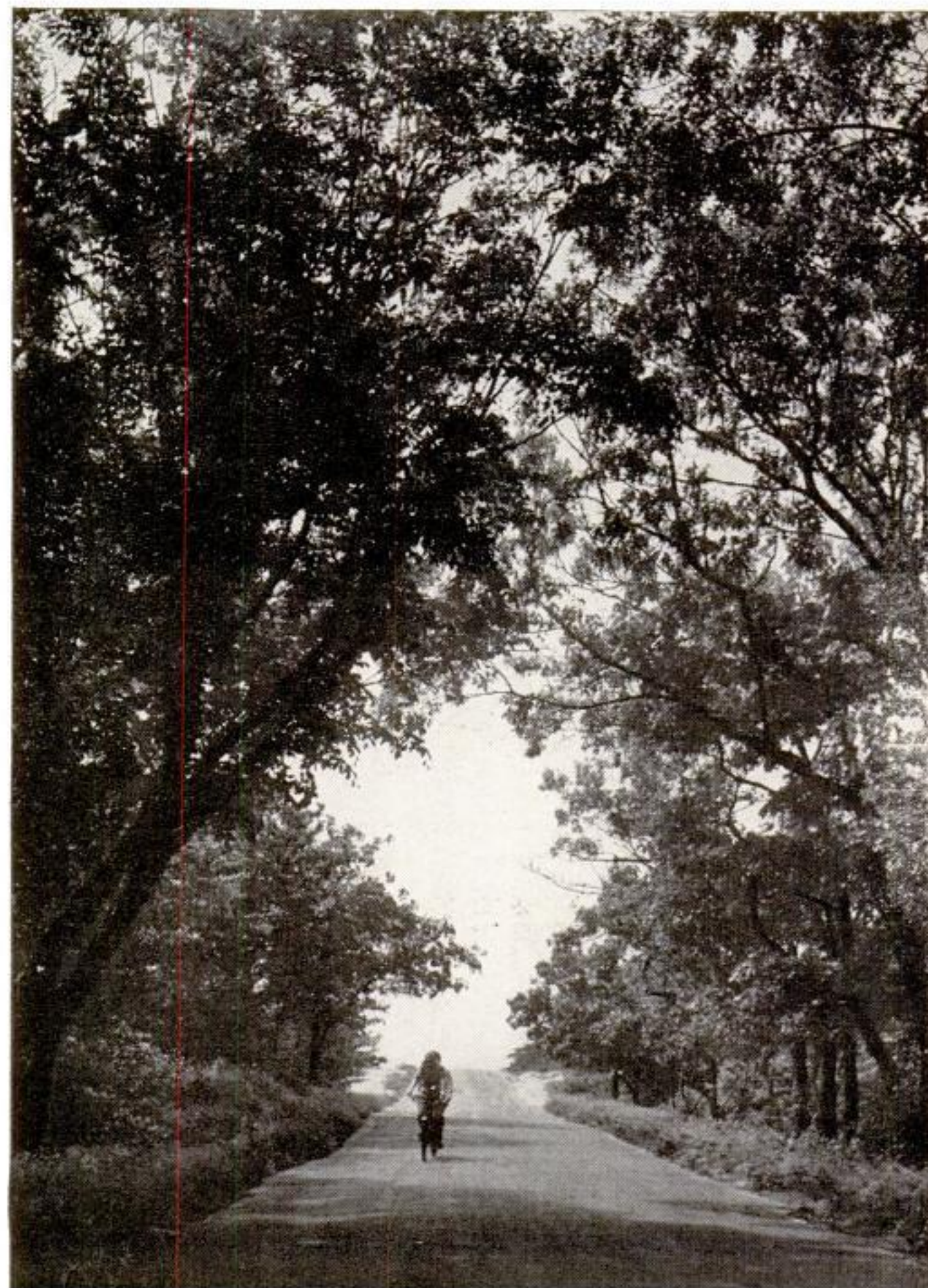


Gaby Greaseless
Suntan Lotion helps the
sun make you lovelier.
Gaby gives you a rich,
even tan—without
painful sunburn! This
dainty, greaseless lotion
actually filters out the sun's
harmful rays while it promotes
a glamorous Gabytan! No messy oil...
no stickiness...no skin-drying alcohol.
Trust your tan to Gaby!

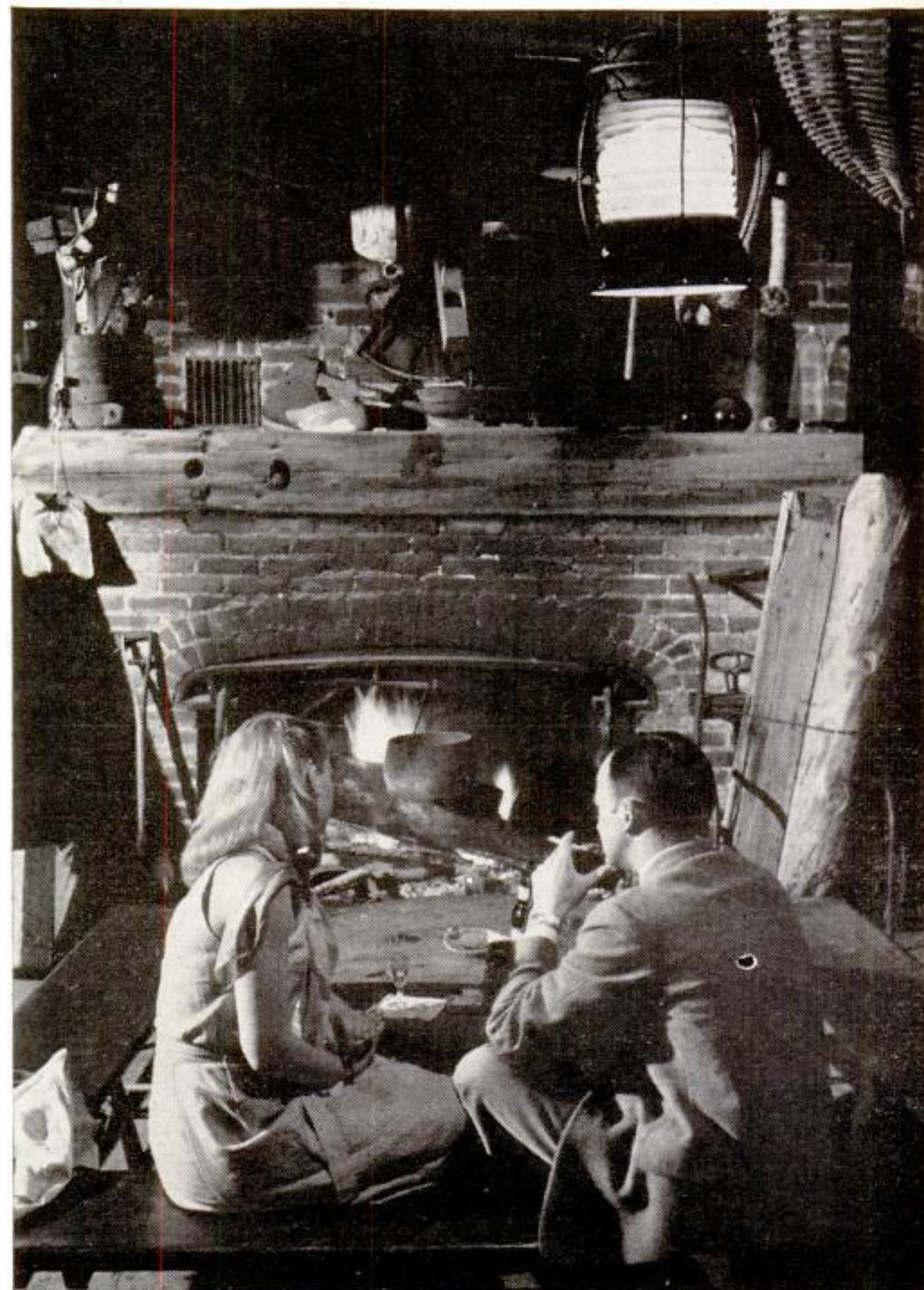
25c 50c \$1.00 plus tax



Cape Cod CONTINUED



ON A TANDEM BICYCLE Jane and John coast down a tree-shaded hill on way back from dunes and bleak Race Point, where Coast Guard is quartered.



BEFORE A FIREPLACE in the Flagship, a restaurant constructed almost entirely of driftwood and ship salvage, the Fallons have an after-dinner drink.

HERE'S ICED COFFEE

WITH THE FLAVOR YOU'VE ALWAYS WANTED!



If you've always longed for iced coffee that would taste like the best cup of hot coffee in the world—Nescafé* is for you! Why? Because:

1. Here's the secret: Only Nescafé has a secret, patented way to brew *extra-flavored* coffee from the choicest coffee beans and to *seal in* the flavor! Yes,

in making Nescafé we brew fine, *pure* coffee, add carbohydrates to seal in the flavor, then powder it for your convenience. The flavor *stays* true and fresh until the instant *you* release it in the cup!

2. Nescafé is so packed with true, rich flavor you can make it extra strong without bitterness—so that

even after ice is added you get *all* the flavor, *all* the lift of really fine coffee!

Try iced Nescafé today! And don't forget that Nescafé makes the best-tasting *hot* coffee, too—for only about 1¢ a cup! You just put a teaspoonful in a cup and add hot water. That's all!

That's why more people drink **NESCAFÉ**

than any other instant coffee!



So easy ... so fast ... and so good!

To make perfect, full-flavored iced coffee, just put 1½ rounded teaspoonfuls of Nescafé in a tall glass. Keep spoon in. Half-fill glass with hot water to *bring out the full, rich flavor*. Stir. Add ice. Mm! Mm!

THE FLAVOR CAN'T BE MATCHED BECAUSE

ONLY NESCAFÉ HAS THE

SECRET

*Nescafé (pronounced NES-CAFAY) is the exclusive registered trade-mark of Nestlé's Milk Products, Inc. to designate its soluble coffee product. It is composed of equal parts of pure soluble coffee and added carbohydrates (dextrins, maltose and dextrose) added solely to protect the flavor.

TUNE IN The Paul Whiteman Club—3:30-4:30 P. M., Eastern Time Mon. through Fri. over your local ABC station



ETCHED OUT IN FIREWORKS LASTING 30 SECONDS, THREE REVOLUTIONARY SOLDIERS MARCH AGAINST A BACKGROUND OF FLARES

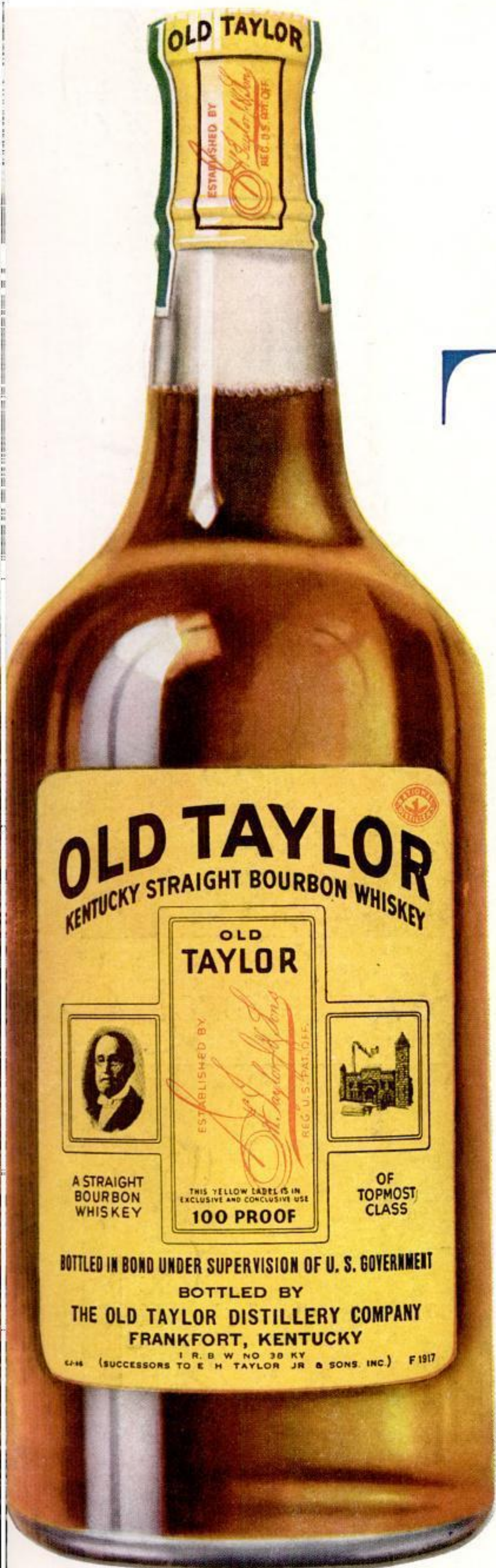
The Spirit of '76

America's most famous patriotic picture, *Yankee Doodle*, or *The Spirit of '76*, was painted by Archibald M. Willard, a Civil War veteran, and first displayed publicly at the 1876 exposition in Philadelphia. Unnumbered copies have since been made of it, for Willard's painting is a superb

graphic distillation of what most Americans like to think of as the American Spirit.

Newest and most inflammatory reincarnation of *The Spirit of '76* comes in a startling, 30-foot-high fireworks display. Not long ago the Unexcelled Chemical Corporation of New York, largest manu-

facturers of pyrotechnic displays in the U.S., copied the famous painting on a billboard-sized framework, set it off during an exhibition to convince advertisers that trademarks show up well in fireworks. According to the picture above, the three-man fife-and-drum corps still goes marching on.



Of Topmost Choice

In any line of fine whiskies you'll find
OLD TAYLOR at the top—one of that small group of topmost
bourbons most often chosen when judges of
good whiskey get together. For here is the essence
of Old Kentucky—the rich harvest of its limestone springs and
expert distilling skill. For a quiet hour among friends, or a
brilliant capping of a grand occasion,
choose OLD TAYLOR.

National Distillers Products Corporation
New York

Signed, Sealed and Delicious



EXPERIENCE IS THE BEST TEACHER!



Don Whitfield
WORLD'S OUTBOARD
SPEED CHAMPION

It's only a hobby with him, but Don Whitfield has been national high point Class M outboard champion since 1940; has raised the Class M record in mile trials five times to its present mark of 41.478 mph.

**EXPERIENCE IS
THE BEST TEACHER**
IN OUTBOARD RACING...
IN SMOKING TOO. THE WARTIME
SHORTAGE TAUGHT ME THERE'S
**NO OTHER CIGARETTE
LIKE A CAMEL!**

More people are smoking CAMELS than ever before!

**YOUR 'T-ZONE'
WILL TELL YOU...**

T for Taste...
T for Throat...

That's your proving ground for any
cigarette. See if Camels don't
suit your 'T-Zone' to a 'T'!



Yes, like Champion Don Whitfield, millions
who tried many different brands during
the shortage now smoke Camels.

YOU KNOW what it was like during the war
shortage: you took any brand you could get, a
different brand every day sometimes.

That's when smokers learned the differences in
cigarette quality...discovered that Camel's rich
taste and cool mildness added up to a smoking
pleasure you didn't find in any other cigarette.
Today the demand for Camels is the greatest in
history! But, no matter how great the
demand, this you can be sure of:

*We don't tamper with Camel
quality. Only choice tobaccos,
properly aged, and blended in
the time-honored Camel way,
are used in Camels.*



DURING the war
shortage of ciga-
rettes... that's when
your "T-Zone" was
really working over-
time, trying many
different brands. And
that's when millions
learned the full mean-
ing of the phrase,
"Camels suit my 'T-
Zone' to a 'T'!"

R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

According to a recent Nationwide survey:

MORE DOCTORS SMOKE CAMELS than any other cigarette

When 113,597 doctors from coast to coast in every field of medicine were
asked by three independent research organizations to name the cigarette
they smoked, more doctors named Camel than any other brand!



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